



Birmingham's Ready To Go Electric

Tuesday 6th July, 2010 – Today saw the first Birmingham consumers take delivery of their smart fortwo electric drives, as part of the UK's biggest electric vehicle trials managed by the West Midlands CABLED (Coventry and Birmingham Low Emission Vehicle Demonstrators) consortium. Aston University Vice Chancellor, Professor Julia King; Graham Shemeld, Operations Manager, Cenex; and Rokneddin Shariat, Operations Manager, Economic Development & Partnerships, Birmingham Chamber of Commerce, received the keys from Mike Whittington, Sales Director, for Mercedes-Benz Cars at Aston University.

Aston University Vice Chancellor, Professor Julia King, who also led the former Government's 'King Review' to examine how alternative transport and fuels could reduce carbon emissions from road transport, said: "Aston is currently collecting and analysing data on real world usage of electric vehicles as part of the UK's largest trial of low carbon cars and vans. This information is essential in assessing the actual demands and requirements of consumers, including the best places to locate charging points for vehicles. I believe electric vehicles offer a great opportunity to reduce congestion, noise and pollution from our streets, which in turn helps to reduce the UK's greenhouse emissions. I shall look forward to using the next generation smart fortwo electric drive, which forms part of Aston's Transport Action plan, to promote alternative and environmentally friendly travel."

Mike Whittington, Sales Director for Mercedes-Benz Cars comments: "The start of the smart fortwo electric drive consumer trials in Birmingham is an important step towards the future of driving. The trials will enable us to start dispelling myths around electric vehicles and communicate the benefits, such as the zero emissions, excellent range of over 80 miles on a full charge, and the exceptional safety features."

Funded by the Government's Technology Strategy Board, the nationwide trial is the first of its kind with over 340 vehicles being trialled on the UK roads and 110 as part of the CABLED project in the West Midlands, which also secured further funding from Regional Development Agency Advantage West Midlands. The programme sees 40 smart electric drives tested by West Midlands residents for 12 months and a further 60 trialled by residents in London and the South East.

David Bott, Director of Innovation Programmes at the Technology Strategy Board said: "It's great to see the smart fortwo electric drive being handed over to drivers for trials in Birmingham today. This Midlands programme is part of a much larger UK-wide trial funded by the Technology Strategy Board and the Department for Transport, with over 340 low carbon vehicles in eight different projects around the country being tried out by drivers in real life conditions. Data on the vehicles' performance and user behaviour will be tracked, collated and published, creating a valuable bank of information to inform the future rollout of this technology."

As part of the activity, smart commissioned the Plugged-In report by The Future Foundation to better understand the UK perceptions around electric vehicles. The report reveals that Birmingham consumers are ready to embrace the electric revolution with about two-thirds of consumers stating that they would be willing to consider an electric vehicle if the charging infrastructure were improved. Other key report findings reveal:

- 83% of residents in Birmingham think it is their community's responsibility to make sure residents living there can live 'greener' lives with easier local recycling facilities, electric vehicle charging points and cycle lanes.
- 66% of residents in Birmingham think the area where they live would be less polluted if there were more electric cars



- 70% of residents in Birmingham admitted they make a conscious effort to drive less in order to save money (asked of drivers)
- Residents in Birmingham are vocal to their council about how they can improve the area where they live. 84% of residents in Birmingham claim to have made improvement suggestions to their council (compared with a UK average of 87%)

Neil Butcher of Arup, project leader of the CABLED consortium, said: "The handover of the 40 smart electric drives marks the third major milestone in the West Midlands trial of ultra low carbon vehicles following the release of the first 25 cars in December and the recent installation of electric charging points in the city centres of Birmingham and Coventry. A further 45 vehicles will be allocated for trial later this year as part of our project to identify exactly what infrastructure the UK requires to be best equipped for a low carbon transport future."

Adrian Parker, Innovation Manager for E.ON, the energy partner to the CABLED project, said: "We're proud to be the energy behind electric cars in the West Midlands and delighted that CABLED was the first of eight national projects to install public charging points. These points, complemented by home and workplace charging, will encourage people to consider electric cars so we could well be on the road to changing the way we drive."

Robert Evans, CEO, Cenex said: "The Cenex team are very excited by the arrival of these new smart electric drive vehicles. We supported the original 100 vehicle smart electric drive trial from 2008 to 2010 and the team are keen to put the new cars through their paces to measure their performance in real world and laboratory testing conditions and to assess consumer acceptance."

Shariat Rokneddin, Operations Manager, Economic Development & Partnerships, Birmingham Chamber of Commerce said: "This eco friendly form of transport will play a major role in West Midlands' future transport strategy and the economic prosperity of West Midlands businesses. Birmingham Chamber Group looks forward to piloting the smart electric drive for business use."

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To download a copy of the smart Plugged-In Report please visit www.electricsmart.co.uk or contact smart@feverpr.com

For more information on the UK trials, the smart fortwo electric drive, speak to a spokesperson or arrange a test-drive please contact Mo Brownridge at Fever PR t. 020 7792 7488 e.smart@feverpr.com

For more information on the West Midlands electric vehicle trials managed by the CABLED consortium, contact Tom Rawlings at Grayling t. 0121 265 2764/07912 540548 e. tom.rawlings@grayling.com

Notes to editors:

The research for smart was carried out online by The Future Foundation between 14/05/2010 and 20/05/2010 amongst a panel resulting in 500 respondents from a nationally representative, online sample.

The Future Foundation is a commercial think tank focused on making the future tangible for companies and consumers. Our insight and forecasts are based on rigorous consumer research across Europe. We conduct research in 27 EU countries – including France, the UK,



Northern Ireland, Russia, and a range of Eastern European countries. In addition, we collect data from over 100 secondary sources to inform on a range of topics.

About smart:

Powered solely by electricity – the smart fortwo electric drive burns no fossil fuels and drivers can expect to achieve the equivalent of around 275 mpg (less than £3 per charge), and save 80% in fuel costs when compared to a petrol smart.

Zero emissions – the smart fortwo electric drive emits no carbon dioxide, carbon monoxide, unburned hydro-carbons, particulate matter or any harmful substance....in fact it emits nothing at all.

Plug it in anywhere – the smart fortwo electric drive has its own charger on board (maximum output power 3.3kW), meaning it can be plugged directly into any UK mains 3 pin plug socket.

Tonnes of savings – compared to the industry average emission level, each smart fortwo electric drive will reduce CO₂ tailpipe emissions by 2.6 tonnes per year if driven a typical 10,000 miles.

Excellent performance – the smart fortwo electric drive can reach 38mph in 6.5 seconds, has an electronically limited top speed of 62mph (100kmh), and the ability to cover up to 84 miles (NEDC) between charges. The vehicle also benefits from rack-and-pinion steering, electric power steering, electric windows, and electrically adjustable and heated door mirrors.

About the smart for two electric drive trials:

- The fully electric second generation version of the iconic smart fortwo has been selected to help create an electric car future for UK motorists, funded by the Technology Strategy Board (TSB).
- From 29th June 2010, 100 smart fortwo electric drives will be handed over to UK consumers for a 12 month trial as part of the government funded Ultra Low Carbon Vehicle Demonstrator Programme.
- The trial will see 60 smart fortwo electric drives being tested by residents in London and the South East and 40 in the West Midlands. smart is the only manufacturer conducting consumer trials in the London area.
- The purpose of the trial is to understand the potential of electric vehicles, research consumer attitudes and perceptions and to inform developments to the smart electric drive vehicle before the car goes into full series production in 2012.
- smart is the largest single supplier to the national TSB funded trials, supplying 100 of the 340 vehicles which will be supplied nationally.
- The London and South East consortium involves smart, EDF Energy, Greater London Authority, Elektromotive and Westminster City Council. The West Midlands consortia is led by Ove Arup & Partners, and involves smart.
- Amongst the first to receive vehicles in Birmingham include:
 - Professor Julia King, Author of The King Review and Aston University Vice Chancellor
 - Graham Shemeld, Operations Manager, Cenex
 - Shariat Rokneddin, Operations Manager, Economic Development & Partnerships, Birmingham Chamber of Commerce

CABLED consortium

CABLED - short for Coventry and Birmingham Low Emission Demonstrators – is made up of 13 organisations that will develop and demonstrate 110 road-worthy vehicles to be trialled in the two cities over 12 months. The 13 organisations are Arup, Aston University, Birmingham City Council, University of Birmingham, Coventry City Council, Coventry University, E.ON, Jaguar Landrover, LTI Vehicles, Micro Cab, Mitsubishi Motors, Smart, Tata.

CABLED is the largest of eight consortia from across the UK to participate in the £25 million Technology Strategy Board's Ultra Low Carbon Vehicle Demonstrator competition as well as being the first to begin vehicle trials. The aim of the project is to find out how the cars are used - and when they need charging - to get a better idea of the driver's experience of electrical cars. Regional Development Agency Advantage West Midlands has supported the CABLED consortium from the start and has invested £2.5million in the project, ensuring the Region's participation in the competition.

More information can be found at www.cabled.org.uk

Ultra Low Carbon Vehicle Demonstrator Competition

As part of the Low Carbon Vehicles Innovation Platform, £25 million has been allocated to highly innovative, industry-led collaborative research projects in the field of ultra low carbon vehicle development and demonstration. The competition focused on encouraging the development of industry-led consortia that can deliver in bringing significant numbers of vehicles onto roads quickly. The competition winners are delivering over 340 new innovative cars on the road in eight locations around the UK.

The programme is led by the Technology Strategy Board, as part of the Low Carbon Vehicles Innovation Platform, and co-funded by Department for Transport, Advantage West Midlands, One North East and the South East England Development Agency. Many car manufacturers are involved in the programme, including, Ford, BMW, Jaguar Land Rover, Allied Vehicles, Mercedes-Benz, Toyota,



Mitsubishi and Nissan, alongside the wider car industry supply base, four energy suppliers, five universities, and three regional development agencies.

Demonstrator programmes are taking place in Glasgow, the North East, the West Midlands, Oxford, three projects in London (central London, West London, Westminster) and countryside.

The Technology Strategy Board is a business-led executive non-departmental public body, established by the government. Its role is to promote and support research into, and development and exploitation of, technology and innovation for the benefit of UK business, in order to increase economic growth and improve the quality of life. It is sponsored by the Department for Business, Innovation and Skills (BIS). For more information please visit www.innovateuk.org.