



## **Press Release**

Thursday, 4th June 2010

### **Electric cars charging ahead: Bullring hosts first public power points in Birmingham**

Birmingham's first public electric car charging points were unveiled at Bullring today (**Thursday**), the latest stage of a government-supported eco-vehicle trial in the West Midlands.

The four charging points are the first of 36, which will be spread across Birmingham and Coventry as part of the CABLED project, a trial of 110 vehicles being tested by users in the two cities.

The charging points are housed in a specially designed parking bay on level one of Bullring's Moor Street car park offering easy access to the centre via the Selfridges bridge link. Parking in the bays – and car battery charging - is free for electric cars.

Charles Bradshaw-Smith, Head of Innovation at E.ON – and himself a participant in the CABLED project – said: "It's great that we've navigated to the second stage of this project bringing low carbon motoring to the streets of Britain's own Motor City.

"We've got charging points right in the centre of Birmingham where they'll be of most use to drivers. Electric cars are perfect for short commutes to work and for shopping trips to town – and we're proud that by being the energy behind these charging points we're making eco-driving even easier.

“In the next few weeks we’ll be rolling out more charging points in Birmingham and Coventry that will become part of a developing national network.”

Tim Walley, General Manager at Bullring, commented: “As the first location in Birmingham to offer electric vehicle car charging points, Bullring is helping to make eco-driving much easier and accessible to the public. It’s good to be part of what will soon be a national network ensuring that the number of electric vehicle drivers continues to rise.”

Cllr Timothy Huxtable, Cabinet Member for Transportation and Regeneration at Birmingham City Council, said: “This is a major landmark moment in the development of electric vehicle technologies in the city, it shows that the CABLED consortium means business and is the first step to a greater expansion throughout the city.”

During the trial, a total of 340 vehicles will be tested across the UK, with 110 of those based in Birmingham and Coventry. 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.

Ends

**Notes to editors:**

- The **CABLED** consortium is made up of Jaguar/Land Rover, Mitsubishi/Colt, Mercedes Benz/Smart, Tata Motors, LTI, Microcab Industries, Coventry University, Aston University, University of Birmingham and Arup;
- E.ON is working with Birmingham and Coventry City Councils to provide the charging infrastructure for the project's electric vehicles. In addition, E.ON Engineering is carrying out work to understand and manage the impact of electric vehicle charging on the distribution network.

- **E.ON** is one of the UK's leading power and gas companies – generating and distributing electricity, and retailing power and gas – and is part of the E.ON group, one of the world's largest investor-owned power and gas companies. We employ around 16,000 people in the UK and more than 92,000 worldwide;
- **About Bullring:**  
The Birmingham Alliance is a partnership between three property developers and investors: Hammerson plc, Future Fund and Henderson Global Investors Ltd. The partnership was formed in 1999 to take forward the development of the Bullring Estate, incorporating the 110,000m<sup>2</sup> Bullring shopping destination which opened in September 2003, the 6,600m<sup>2</sup> Bullring Link shopping mall which opened in November 2004, and the twenty-storey Rotunda building. The Birmingham Alliance has invested over £600 million on the schemes completed to date.

**For further information:**

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