



FOR IMMEDIATE RELEASE

**EVO Electric Ltd. Pushes Boundaries of Electric Motor Technology with Advanced Axial Flux Design
– Applications Include Hybrid and Electric Vehicles**

WOKING, England, 1st of June, 2010

EVO Electric Ltd. announced today the launch of its new generation of **Axial Flux motor and generator technology**, which promises to dramatically improve the cost, performance and efficiency of hybrid and electric vehicle powertrains. Applications include hybrid, plug-in hybrid and all-electric vehicles, range extenders, auxiliary power units (APU) and integrated starter-generator (ISG) systems.

The new generation of Axial Flux products offers the **highest power density** among electric motors currently available for automotive applications. EVO's latest design has a demonstrated peak power density of 5kW per kg (2.5kg/kW nominal). This achievement-- a 33% increase over the previous generation of EVO motors-- puts EVO well above the US Department of Energy's power density targets for 2015 and 2020. It should be noted that weight measurements included all motor/generator components including housing, shaft and resolver.

Extensive reliability, endurance, shock and vibration testing along with road tests have confirmed the tremendous potential of this technology. What is more, EVO's machines cost less to manufacture than other permanent-magnet motor/generators, due to their higher power and torque densities (and hence lower material costs) and a simple yet robust machine design optimised for low-cost, high-volume manufacturing.

EVO is now collaborating with automotive industry partners to develop drive systems and other products for a range of vehicle platforms. For example, EVO has supplied high-torque machines with

peak outputs of 200kW/660Nm (100kW/240Nm nominal) and weighing only 40kg to a number of hybrid and electric vehicle developers. EVO is also developing larger models for commercial vehicle applications and an ultra-compact motor suitable for light-duty electric vehicle applications.

“EVO’s Axial Flux technology is based on a new paradigm of machine design,” commented, David Latimer, CEO of EVO Electric. “We are committed to bringing this exciting technology to market and by doing so to further accelerate the global trend toward powertrain hybridisation and electrification and more generally to lower-carbon vehicles”.

Contacts and Links

For more details about this release, please contact EVO Electric at (44) (0) 1483-745-010 or info@evo-electric.com.

About EVO Electric

EVO Electric Limited (www.evo-electric.com) develops and manufactures advanced electric machines, drive systems and other integrated products for a wide range of transportation and mobile power applications. Our core competence is the development, design and integration of high torque electric motors and generators based on Axial Flux technology, an ultra efficient, low weight alternative to conventional electric machines.

EVO is backed by Imperial Innovations plc (AIM: IVO) which creates, builds and invests in pioneering technologies. Imperial Innovations supports scientist-entrepreneurs in the commercialisation of their ideas and has exclusive access to scientific and technological developments coming out of Imperial College London, one of the world’s leading research institutions.