



FOR IMMEDIATE RELEASE

EVO Electric to Demonstrate Advanced Hybrid 'Black Cab' at Bridgestone Eco-Rally 2010

WOKING, England, 6th of July, 2010

EVO Electric Ltd., a leader in electric drive solutions for the automotive sector, today announced that it will demonstrate a plug-in hybrid version of the iconic London Black Cab at the **Bridgestone ECO-Rally** tomorrow on July 7th. This will be the first public demonstration of EVO Electric's DuoDrive hybrid system, an original powertrain solution that gives improved driving performance and fuel economy for a range of commercial vehicle applications including taxis and delivery vans. The technology will help London and other cities meet their carbon reduction goals, while also providing commercial vehicle manufacturers and operators with a cost-effective means of meeting upcoming emission regulations.

DuoDrive was developed by EVO Electric engineers, combining their cutting-edge **Axial Flux motor and generator technology** with their expertise in hybrid and electric powertrain design. In recent tests, the DuoDrive taxi demonstrated a 56% improvement in miles per gallon compared to a standard London Taxi, and simulations predict that an improvement of 100% is possible with further optimisation. Testing was done at an independent vehicle test centre, certified by the UK Vehicle Certification Agency (VCA) and part of one of the world's largest 'Tier One' automotive supplier groups.

Another advantage of DuoDrive is its flexibility - with the DuoDrive system fitted, the taxi can operate in three different modes: as a zero-emission, all-electric vehicle in urban and emission-controlled areas, a series hybrid-vehicle in urban and extra-urban environments, and a parallel hybrid when cruising on the highway. Also, the system enables smoother acceleration and braking due to the absence of a gearbox.

"Hybrids are a proven solution to increasing fuel economy in urban commercial vehicle fleets, where

'stop-and-go' driving, long idling times and high annual mileage combine to provide highly attractive payback times for hybrid powertrain solutions. However, current hybrids are too heavy, too expensive and too complex," commented Michael Lamperth, CTO of EVO Electric. "Implementing this exciting technology will halve CO₂ emissions while helping taxi drivers cope with upcoming regulations and fuel price increases."

Now in its fourth year, the ECO-Rally will showcase the latest in low and zero emission vehicle technology in a convoy from Brighton's seafront to London's Hyde Park, and will involve some of the biggest names in Formula One driving.

Contacts

For more details about this release, including images of the DuoDrive taxi, please contact David Latimer, CEO at 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 radial flux machines. Axial Flux motors and generators are particularly relevant to hybrid and electric vehicle applications, enabling automotive OEMs and systems integrators to cut the cost, weight, size, complexity and power requirements of electric powertrains.

EVO, a spinout company from Imperial College London, 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.