

Paradigm-shifting Electric Vehicle Challenge

Reuben Power Plc & Little Chef Restaurants announced today the launch of a paradigm-shifting Electric Vehicle challenge spanning 616 miles across the UK from Ellon, Aberdeenshire to Ventnor, in the Isle of Wight.

Reuben Power's fast Charging Points, which will be unveiled on 11th March 2010 at an event at the Mayfair Hotel, will be installed on the car parks of Little Chef restaurants along the route to enable this ground-breaking challenge.

"This will be the first fast EV charging network to span the United Kingdom", said Reuben Vurdien, Chief Executive of Reuben Power today:

"This Challenge will demonstrate that Electric Vehicles are a viable alternative to conventional cars, that EVs can cover the length and breadth of the country with comparable ease and speed of petrol fuelled cars."

"Our new technology will enable a driver to drive point-to-point across the country without having to spend several hours recharging at each stop. Our fast Charging Points can fully charge a car within an hour compared to trickle-charging that can take up to eight hours."

"We are dedicated to rolling out 1million fast Charging Points in the UK thereby giving confidence both to car manufacturers who are poised to accelerate mass production of EVs and their mass adoption by the public."

Cathy Stevenson, Marketing Director from Little Chef commented: "it is Little Chef's commitment to cater for the needs of our customers throughout the country. We are convinced this will soon include the need to recharge electric cars. We are in the unique position of having 173 restaurants across the country which means that our customers will soon be able to drop in and re-charge both themselves and their cars and we are excited to be the first restaurant chain to do this."

Notes to editors

Reuben Power plc

Reuben Power was founded in 2006 by Reuben Vurdien. In early 2009 Reuben Power set a new vision and business objective; to be the driving force and world leader in EV charging infrastructure. Led by a team of seasoned industry professionals, we are breaking the 'chicken and the egg' conundrum of which comes first - mass electric vehicle ownership or fast and effective recharging infrastructure.

Using the latest proven technology and as one of only a few licensed electricity suppliers in the UK we are perfectly placed to manage every facet of the EV infrastructure from design, through to installation, electricity supply and customer service.

Reuben Power will be a world leader in electric vehicle (EV) charging infrastructure by being the force behind the creation an enduring network, through a partnership based business model

EV and charging points stats

- There are only around 200 'public' charging points in the UK – RAC research states; 20% of British Motorists are 'considering' or 'planning' to buy an EV or PHEV. 2.7 million cars are sold in the UK each year; therefore a potential for over 500,000 EV or PHEV sales per annum.
- An electric car run on conventional electricity from a coal-fired generator produces a third of the emissions of a conventional petrol car (64g of CO₂ per km compared to 176g CO₂ per km) and just over half the emissions of a diesel or hybrid car (104g CO₂/km)
- Whilst an Arup and Cenex report for BERR and the DfT states up to 40% emission reduction per vehicle can be achieved through the use of an EV
- The average EV travels 60 miles per charge, whilst the average commute by car is 17 miles. 25% of all journeys made in the UK are less than two miles
- Electric motoring costs on average just 11p per mile
- Based on an average of 10,000 miles per annum, an EV could save you £800 a year on fuel, £300 in car tax, up to £2,000 from congestion charges and free parking in London
- UK Govt. is backing the EV and PHEV roll out by offering grants of up to £5000 to consumers