



PRESS RELEASE
8th March 2007

South West's First Public Charging Point for Electric Cars

The Mall at Cribbs Causeway near Bristol, owned by Prudential, Capital Shopping Centres and JT Baylis, has installed the first public electric car charging points in the South West. The charging points, which will be in use from midday on Saturday 10th March, are located in underground Car Park K at The Mall.

Brigit Strawbridge, of BBC2's *It's Not Easy Being Green*, will perform the unveiling ceremony at 12 noon.



Electric vehicles can travel 40-80 miles on one charge so the new charging points will offer drivers the opportunity to extend the range of their journeys by fully recharging or topping-up their vehicles at the out-of-town shopping centre.

The local branch of the Battery Vehicle Society hopes to make Bristol the electric vehicle capital of the South-West. To help achieve this, the group asked The Mall if it would install a public charging facility at the centre. The Mall agreed to support the project, coordinating the installation of the charging facility. The BVS is now in talks to introduce other charging points in the city. Public charging points are also available in London, West Sussex and Scotland.

Maria Crayton, marketing manager of The Mall at Cribbs Causeway, says: "We were very happy to support BVS with this project. Our proximity to the M5 and north Bristol made The Mall a logical location for a charging facility, offering drivers a convenient stopping-off point to recharge their vehicles."

To support the launch on Saturday, the Battery Vehicle Society will display a fleet of electric vehicles. Test drives will also be available.

Brigit Strawbridge currently drives a bio-diesel car but is very interested in getting an electric car. "I am visiting The Mall on Saturday specifically to find out more about electric vehicles," she says. "If we can secure more charging points around the region, then driving electric vehicles becomes increasingly attractive."

"Electric vehicles are a breeze to own and maintain," says Nikki Bloomfield of BVS. "It costs me 1.5 pence per mile to drive mine and I never have to queue for petrol. If everyone with two cars or who never drove more than 40 miles to work used an EV for the school run or local commuting, then Bristol would halve its carbon footprint overnight and save motorists hundreds of pounds in maintenance and fuel costs."

-ends-

Notes to editors:

EVs (Electric Vehicles) do not burn fossil fuels for power. Instead they use a powerful electric motor and banks of batteries to provide power. An electric vehicle is over 90% efficient while petrol and diesel cars use very little of the energy from their fuel to provide motion: most of the energy they consume is wasted through heat, noise and friction.

If electric vehicles are charged from electricity produced from solar, wind or other renewable sources, then the car is completely zero emissions.

Electric vehicles are not all slow and boring. American firm Tesla Motors unveiled their Tesla Sports car last year. It is capable of 0-60 in under four seconds and can travel 250 miles on a single charge.

Prices for EVs range from £7,000 upwards. There are many different vehicles available ranging from single seater 40mph town runabouts to small family cars and motorway-capable seven-tonne lorries. Bristol City Council owns five G-Wiz electric cars.

An average commute from the North of Bristol to the centre of town takes 25 minutes for a seven-mile journey. Internal Combustion engine cars are their least efficient on short journeys in stop-start traffic. EVs do not suffer from this problem.

BEVOB's website can be found at <http://www.bevob.org.uk>

For more information about BVS in Bristol, please contact Nikki Bloomfield, press officer of BEVOB/BVS Tel: 0117 965 7424 Mob: 07901 553308 E: nikki@aminorjourney.com

For further information about The Mall at Cribbs Causeway, please contact Sarah King, PR for The Mall Tel: 0117 983 3628 Mob: 0786 678 006