

UKTI Supported Presentation at LCV 2011 on E-Mobility Accelerator Project – EU POWER Programme

Over the last 19 months the EU has funded a pan-European project on electric vehicle mobility under the inter-regional POWER programme. This 5-partner project began in March 2010 and ends in September this year. The partners were located in Oxfordshire, UK; North Brabant, the Netherlands; Malaga, Spain; Uppsala, Sweden and Krakow, Poland.

The cities represented in the project are all historic and picturesque, often tourist destinations, usually with road systems that were not designed to cope with modern vehicles. Congestion and air quality are therefore key issues to solve.

Electric vehicles are expected to play an important role in the future of personal mobility. The purpose of this project was to identify commercial business cases, and to define common strategy and policy recommendations, to accelerate successful market implementation of electric vehicles in the participating regions.

UK Trade & Investment, working with Oxford Brookes University and others involved in this project, are pleased to offer attendees at LCV 2011 an early opportunity to hear the overall findings from the project and to view the short videos of the business cases that were developed in each region. These business cases flag up the opportunities for a variety of stakeholders.

Visitors to LCV 2011 are invited to come along to the UKTI International Lounge located in the Gemini Suite in the main grandstand. Access will be available from 12:30 on the 7th, when refreshments will be served. The lounge gives an excellent view of the track where LiFeBATT will be looking to attempt a record high speed lap with the 'Ion Horse' electric motorcycle. The bike is run by Kingston University and came third in this year's Isle of Man TTZero event.

Numbers will be limited and attendance will be on a first come, first served basis. To avoid disappointment please come early.