

Better Place starts Canberra deployment ahead of schedule, announces network Foundation Members

Canberra, Tuesday 26 July 2011: Better Place today made an early start on its deployment timeline by announcing the first exclusive group of leading organisations who will support the initial roll-out of its electric car charge network in Canberra.

The 12 Canberra Charge Network Foundation Members are: the ACT Government, the ACT Electric Vehicle Council, ActewAGL, Canberra Airport, Capital Hotel Group, CIC Australia, Crowne Plaza, Hindmarsh, Lend Lease, the National Convention Centre, Rock Development Group, and TransACT. Public access charge spots will be installed at prominent locations operated by these members.

The ACT Chief Minister, Katy Gallagher, today joined with Better Place Australia CEO Evan Thornley to welcome the milestone.

“This collaboration between Better Place, the ACT Government, and a range of Canberra’s leading businesses is a great example of the way the public and private sectors can work together for a common goal,” Mr Thornley said.

“Better Place has been actively working with three of our Foundation Members, the ACT Government, ActewAGL and Rock Development Group, for a number of years now. Adding nine of Canberra’s most recognisable brands to our stable of charge spot providers gives Canberra drivers the backbone of a comprehensive charge network across the ACT region which will continue to grow over time.

“Today’s announcement is the next step in the installation of Better Place’s full charge network in the region. It is the next step towards zero emissions driving in our nation’s capital, and the introduction of mainstream electric cars that will be affordable and convenient for Canberra drivers,” Mr Thornley said.

ACT Chief Minister Katy Gallagher supported today’s announcement and the key role it will play in assisting the ACT Government to achieve its emissions reduction target of 40% by 2020.

“The ACT Government is pleased to be involved with this initiative here in Canberra with Better Place and the other Foundation Members of the electric car charge network, who are committed to reducing pollution. Making the transition from petrol to electric driving in this region is one of the most positive ways Canberra citizens can reduce their carbon emissions, decrease pollution and preserve our quality of life.

“Today’s announcement demonstrates that positive change can be achieved through the cooperation and partnership of business and citizens. I am pleased that Canberra is the first city in which Better Place will roll out its electric car charge network and I congratulate those with the vision to make it happen,” the Chief Minister said.

Better Place recently signed its first power purchase agreement with ActewAGL, worth \$60 million over 10 years, to purchase 100% renewable energy for the electric car charge network in Canberra.

Better Place previously announced it would begin rolling-out its electric car charge network in Canberra during the fourth quarter of 2011, with Renault Fluence Z.E. cars due to arrive for the first Canberra customers from the middle of 2012.

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Ivan Slavich, Chairman of the ACT Electric Vehicle Council. “In a world where the future of the planet depends on sustainable transport, electric vehicles are seen as the mode of transport of choice due to their ability to run on renewable energy. The ACT Electric Vehicle Council looks forward to spreading the message about sustainable transport throughout Canberra. We are passionate about electric vehicle technology and are looking forward to their widespread adoption in the ACT.”

Michael Costello, CEO ActewAGL. ActewAGL Chief Executive Officer Michael Costello said, “ActewAGL is actively working with Better Place in planning the deployment of Canberra’s electric vehicle network. We’ve partnered with Better Place because we want to see Canberra leading Australia’s transition towards the adoption of electric vehicles and sustainable transport. ActewAGL is actively working on a number of environmental initiatives to help Canberra and the region to reduce its impact on the environment. As a provider of energy and other essential services, sustainable business practices are critical to ActewAGL’s thinking.”

Capital Hotel Group. “The Capital Hotel Group is proud to support Better Place in the rollout of their electric car charge network in Canberra. The Capital Hotel Group is focused on best environmental practices and by working with Better Place we will help to reduce carbon emissions.”

Malcolm Leslie, Regional General Manager ACT and Southern NSW, CIC Australia. CIC Australia is charging ahead with its plans for electric cars. “We’ll extend the charge network to our flagship project, the new township of Googong, and we’ll make provision for meter boxes and wiring for electric car charge spots in every home that will be built there through our Design Guidelines to avoid the cost of retrofitting and to future proof the community. The installation of charge spots for private purchasers who sign up with Better Place will be subsidised, and public charge spots throughout the township will be available for every electric car driver to use. We will also install a charge spot in our city headquarters so that our office car can make way for an electric vehicle.”

Darren Dougan, CEO Hindmarsh. “As a national leader in property and construction headquartered in Canberra, Hindmarsh is at the forefront of creating sustainable environments. We are excited to be working with Better Place to roll-out electric car infrastructure in Canberra and we look forward to incorporating this exciting technology into our prominent Canberra developments.”

Murray Coleman, Managing Director of Lend Lease’s project management & construction business in Australia.

“Our business is about enhancing the quality of people’s lives through the communities and projects we create, so we are delighted to be partnering with Better Place and the other Foundation members to deliver infrastructure that will result in a cleaner and healthier environment.”

Cindy Young, Manager, National Convention Centre. “The National Convention Centre Canberra prides itself in taking a leading role in environmental initiatives. We were keen to be involved with Better Place in their goal to reduce carbon emissions, and immediately signed up to be part of the Better Place network of electric car charge spots. The National Convention Centre’s participation will support the electrification of Canberra’s car market. The electric car charge spots at the National Convention Centre will be publicly available for conference delegates and Canberra residents to use at their convenience 24/7.”

Maria Efkarpidis, Rock Development Group. “Rock Development Group is passionate about environmental sustainability and supports the use of clean energy vehicles. That’s why we approached Better Places about switching to electric and becoming a Foundation Member. We have five charge spots in operation, three with public access and two private residential ones, and we are proud to be a leader for sustainable driving in Canberra. Charge spots will also be an integral part of **loop**, our \$130 million redevelopment of the Belconnen Fresh Food Markets, as we work towards making EVs more accessible to all Canberrans.”

David Parkes, TransACT General Manager Retail. “At TransACT we encourage the use of renewable energy sources and actively look for ways to reduce our carbon footprint. We proudly support Better Place and the rollout of an electric vehicle network in Canberra and will shortly be installing an electric vehicle charge spot at TransACT House. We are also installing new high-efficiency air-conditioners in our data centre to reduce our greenhouse gas emissions. We look forward to a large electric vehicle network in the ACT as more people support this innovative technology.”

Nadine Cooper, Executive Assistant Manager, Crowne Plaza Canberra. “As a foundation member of Better Place and one of the first hotels in Australia to get behind them, we’re proud to be helping pioneer this smart service. For us, this is about supporting the leaders – those people and organisations who share an active commitment to a more sustainable future.”

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About Better Place:

Better Place, the leading electric vehicle services provider, is accelerating the global transition to sustainable transportation. Better Place is building the infrastructure and intelligent network to deliver a range of services to drivers, enable widespread adoption of electric vehicles, and optimise energy use. The Better Place network addresses historical limitations to adoption by providing unlimited driving range in a convenient and accessible manner. The company works with all parts of the transportation ecosystem, including automakers, battery suppliers, energy companies, and the public sector, to create a compelling solution. Based in California and privately held, Better Place has operating companies in Israel, Denmark, and Australia. More information is available at www.betterplace.com.au.