

Better Place wins 2011 Banksia Award for leadership in sustainable transport

Melbourne, Sunday 30 October 2011: Better Place, the leading electric car charge network, has been named the 2011 winner of the Transportation Award - *Mindful Movement* category at the prestigious Banksia Environmental Awards.

Announced at the Banksia Award in Sydney on Friday 28 October 2011, the award recognises Better Place for its demonstrated leadership and innovative approach to sustainable transport. Better Place is building a green infrastructure platform for electric cars that has the potential to completely transform the way Australians think about cars and driving.

In accepting the award, Ben Keneally, Head of Marketing and Strategy at Better Place said: "We believe Australia is on the cusp of a profound transformation in sustainable transport. The mass adoption of electric cars is a paradigm shift that will break the shackles of oil and usher in a new era of transport for this country. We are proud to win this award and to be recognised for the work we are doing to help Australia move towards zero emissions driving."

Better Place is the only company in Australia that is ready to launch a fully integrated, customer-focused solution for electric car drivers, powered by 100% renewable energy.

"Switching to electric cars powered by renewable energy sources is one of the most effective ways we can reduce carbon dioxide emissions. Passenger transport accounts for nearly 53 million tonnes of emissions annually, nearly 9% of our national total. Every petrol car that is replaced by an electric car prevents between four and six tonnes of carbon emissions entering the atmosphere every year," Mr Keneally said.

"Our commitment to 100% renewable energy also makes us a new, high volume customer for green electricity. The emergence of customers like Better Place is expected to spur further investment in the renewable energy sector as we make the transition to a low-carbon economy."

In winning the category, the judges deemed that Better Place had demonstrated leadership through its approach to transport technologies and management, and innovative transport and distribution system design.

Graz van Egmond, Executive Director of the Banksia Environmental Foundation congratulated Better Place on winning the category: "The Banksia Awards receive hundreds of award submissions every year and our winners represent the very best sustainable practices in the country - it's a great achievement."

Better Place is building a national electric car charge network that makes driving an electric car affordable and convenient. It provides drivers with personal charge spots at home or work, access to a comprehensive network of public charge spots and battery switch stations, instant range extension via switchable batteries, all their energy needs and 24x7 customer care. By the end of 2013, Better Place will give Australia the largest electric car charge network anywhere in the world.

The Banksia Environmental Awards are a national award that began in 1989 to acknowledge excellence, dedication and leadership in various areas that contribute to the environment and a sustainable future. Visit www.banksiafdn.com for more information.

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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.