Press release
28th of October 2010

World's First Pure Electric 4x4 joins new RAC Brighton to London Future Car Challenge

The world's first Pure Electric zero emission** 4x4 will take part in the RAC Brighton to London Future Car Challenge. **The Liberty Electric E-Range is the world's first luxury high-performance Pure Electric 4x4 to be developed**. Two examples will join around 50 other electric, hybrid and low-emission engined cars, light commercial vehicles and motorcycles on the pioneering 60 mile run from Brighton to London on Saturday 6 November.

The Liberty Electric E-Range is initially based on a Range Rover* and is aimed at the family-size and luxury vehicle market.

"The Liberty Pure Electric E-Range accelerates from zero to 60 in about seven seconds, reaches a top speed of 100mph, and has a distance capacity of 200 miles on one single charge – this is the upper end of the range that any current EV is able to achieve. In short, the vehicle enables the consumer to enjoy the power,

***prestige and luxury of the iconic Range Rover without the cost to the environment*," said Liberty Electric Cars Founder and CEO Barry Shrier.**

Liberty Electric Cars is at the forefront of electric vehicle development. The proprietary and patented technology works by engineering electric propulsion into existing vehicle platforms, replacing the internal combustion engine with electrical power via four motors (one per wheel).

The unique energy storage system is a world-first in battery management. At 75kw, the LEC battery pack is the largest to be installed in an electric car, and due to the technology employed, weighs less than many lower capacity packs. The technology is also intrinsically safe. The energy density, unusually large cell size and fast charging times are also class leading and contribute to the performance of the vehicle.

Re-generative braking capacity means that the batteries are charged during braking. Optional roof-mounted photovoltaic cells provide a trickle charge for ancillary items, such as air conditioning, even when the vehicle is stationary.

The lithium polymer battery pack is easily recharged by cable, from a standard electricity supply or by **the 'world first' wireless charging**: the car is simply parked over an induction plate and charges automatically without the need for plugs or power leads. The battery has an estimated lifespan of 300,000 miles or 13 years, and due to its unique design and cell structure, is one of the safest electric battery packs available on the market today.

Liberty Electric Cars have now started production. The initial focus will be on the Range Rover, which will be available on the market at the end of 2010. The company has also begun development on other large, luxury 4x4s, SUVs, and MPVs.

Ends.

*Liberty Electric Cars is not related to, or endorsed by, Land Rover PLC

**in line with automotive industry definition of zero emissions at the tailpipe

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About Liberty Electric Cars

Liberty Electric Cars is a clean technology company based in Oxford, UK, and with offices in Chicago USA which has invested in the re-engineering of existing large, luxury vehicles (new or used). Its team of highly-skilled engineers have applied their significant expertise in automotive and electric powertrain technology to develop a unique and patented Pure Electric propulsion system for SUVs, MPVs and 4x4s. The technology enables Liberty to convert large 4x4s and similar vehicles so that they are zero-emission* yet still provide outstanding performance . Liberty Electric Cars aims to become the global leader for the profitable exploitation of innovative electric drive trains for light-duty trucks (LDTs) based on clean technologies, creating cars that are zero emission*, reduce noise pollution and provide high performance, quality and reliability.