



**Press release  
September 2010**

**WORLD'S FIRST PURE ELECTRIC 4X4 DEBUTS IN THE UK  
- UK company Liberty Electric Cars shakes up the vehicle industry -**

Oxford-based clean technology developer Liberty Electric Cars has completed extensive testing to prove for the first time a new and unique world-beating technology that is set to fundamentally revolutionise the vehicle sector.

**The Liberty Electric E-Range is the world's first luxury high-performance, Pure Electric, non-polluting 4x4 that will be readily available to fill a significant gap in the family-size and luxury vehicle market – and it will be available in the UK before any other country.**

The testing – which took place in and around Newcastle-upon-Tyne in June 2010 – put a Liberty-converted Range Rover\* through its paces to demonstrate the abilities of the technology. The result is proof that the company has created **a large, luxury vehicle that is 100 per cent zero emission\*\* yet performs as well – and in some cases even better – than any combustion-engine equivalent available on the market today.**

The new technology can also allow for wireless charging – another world-first – where the car is simply parked over an induction plate and charges automatically without the need for plugs or power leads.

“We are incredibly proud to have proven our critics wrong and demonstrated the performance ability of our proprietary and patented, class-leading technology”, said Liberty Electric Cars Founder and CEO Barry Shrier.

**“The Liberty Electric E-Range accelerates from zero to 60 in circa 7 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 drive 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,”** Barry said.



The proprietary and patented technology works by engineering electric propulsion into existing vehicle platforms, replacing the internal combustion engine with electrical power via four on-board motors (one per wheel). Liberty's electric technology incorporates a state of the art energy storage system that is easily rechargeable from a standard electricity supply or with a fast charger. This provides performance and range ability that has never before been achieved in the 4x4 sector and allows for **significantly lower running costs when compared to normal cars** – for example those spending an average of £50 a week on petrol would see their costs reduce to just £10 a week\*\*\*.

Following the official test session, Oxford-based Liberty Electric Cars has now entered the production phase. 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.

“I would like to thank the team of engineers for their dedication and hard work in bringing us to this stage,” continued Barry Shrier. “Our aim from here is to **become the global leader in providing advanced zero-emission\*\* electric power train technology** and to create the most reliable, safe, easy to charge, cost effective, high performance Pure Electric vehicles available.”

For more information or to find out how to place an order visit [www.liberty-ecars.co.uk](http://www.liberty-ecars.co.uk)

\*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

\*\*\*Based on running cost of 3.92p/mile compared to 18.58p/mile

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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.