



Phil Edwards
Founder and Managing Director
10th December 2012

LowCVP Urban Mobility Technology Challenge

SusMobil



...encouraging wider adoption of electric vehicles by providing low-cost, flexible, mobility to people who can't afford, or don't wish, to run a car of their own.

Short-hop one-way urban transport



The Benefits



Reduced Emissions...

Increased Mobility...

Social / Environmental / Economic...

2020 targets

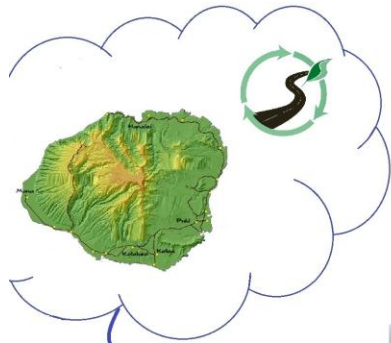
5,000+ registered users

900 vehicles manufactured

30M miles of travel data

£7M 'damage costs' avoided

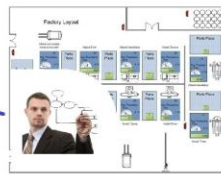
The Service



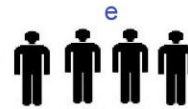
a



c



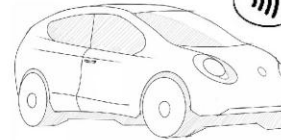
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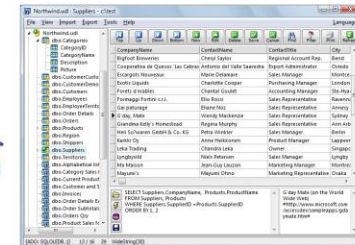
f



g



h



b

- a .. Design the charging infrastructure
- b .. Engage with the community
- c .. Locate a local Hub in the neighbourhood
- d .. Set-up and organise the Hub
- e .. Recruit staff and trainees for the Hub
- f .. Install the charging points
- g .. Convert and/or assemble the vehicle fleet
- h .. Set up the car club
- i .. Manage the car club
- j .. Manage the cars and infrastructure

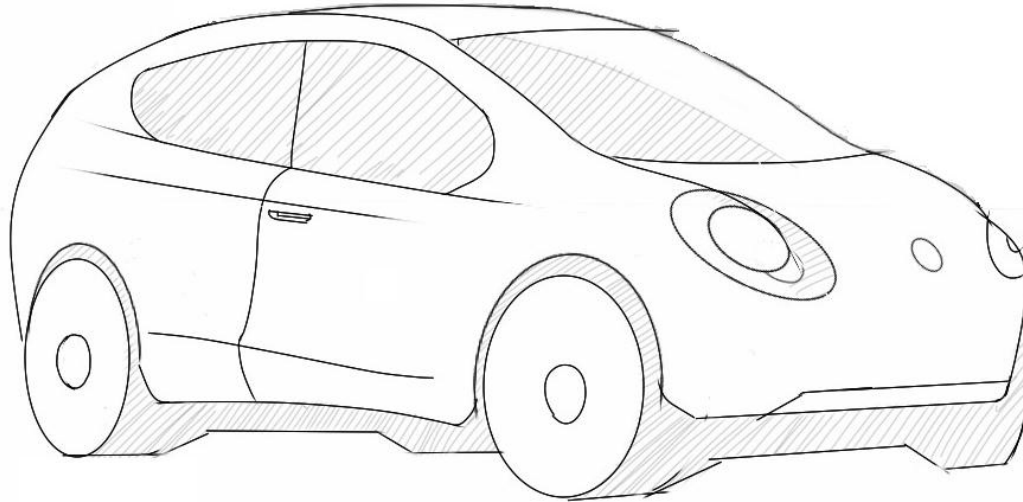


j



i

The vehicles



Cars are designed for local assembly, maintenance, and end-of-life recycling.

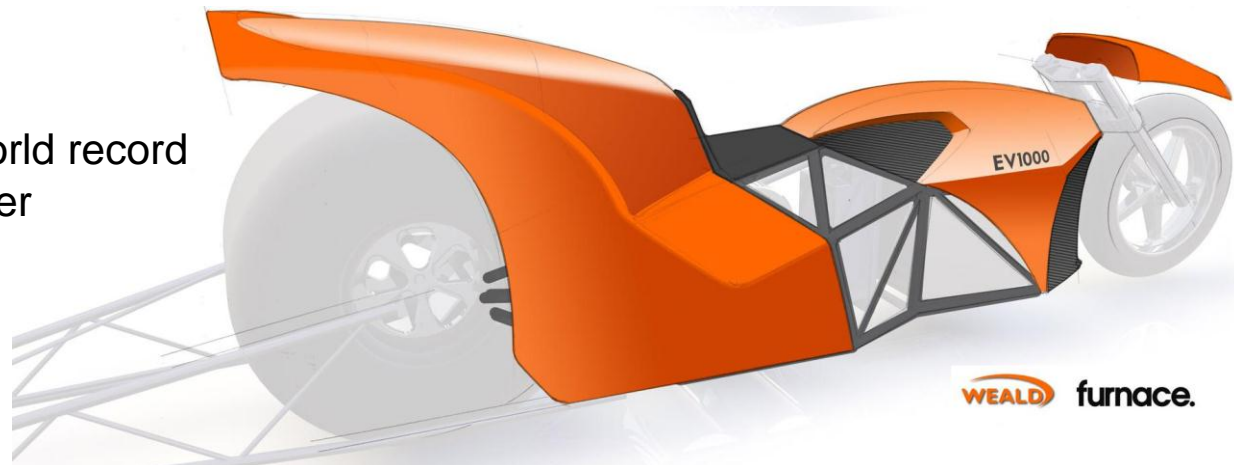
Costed development plan requires investment of	£250,000
Target cost of the vehicle (kit)	< £ 10,000
Vehicle earning potential	~ £ 12,000 p.a. (for 3yrs)

Heritage – Weald Technology



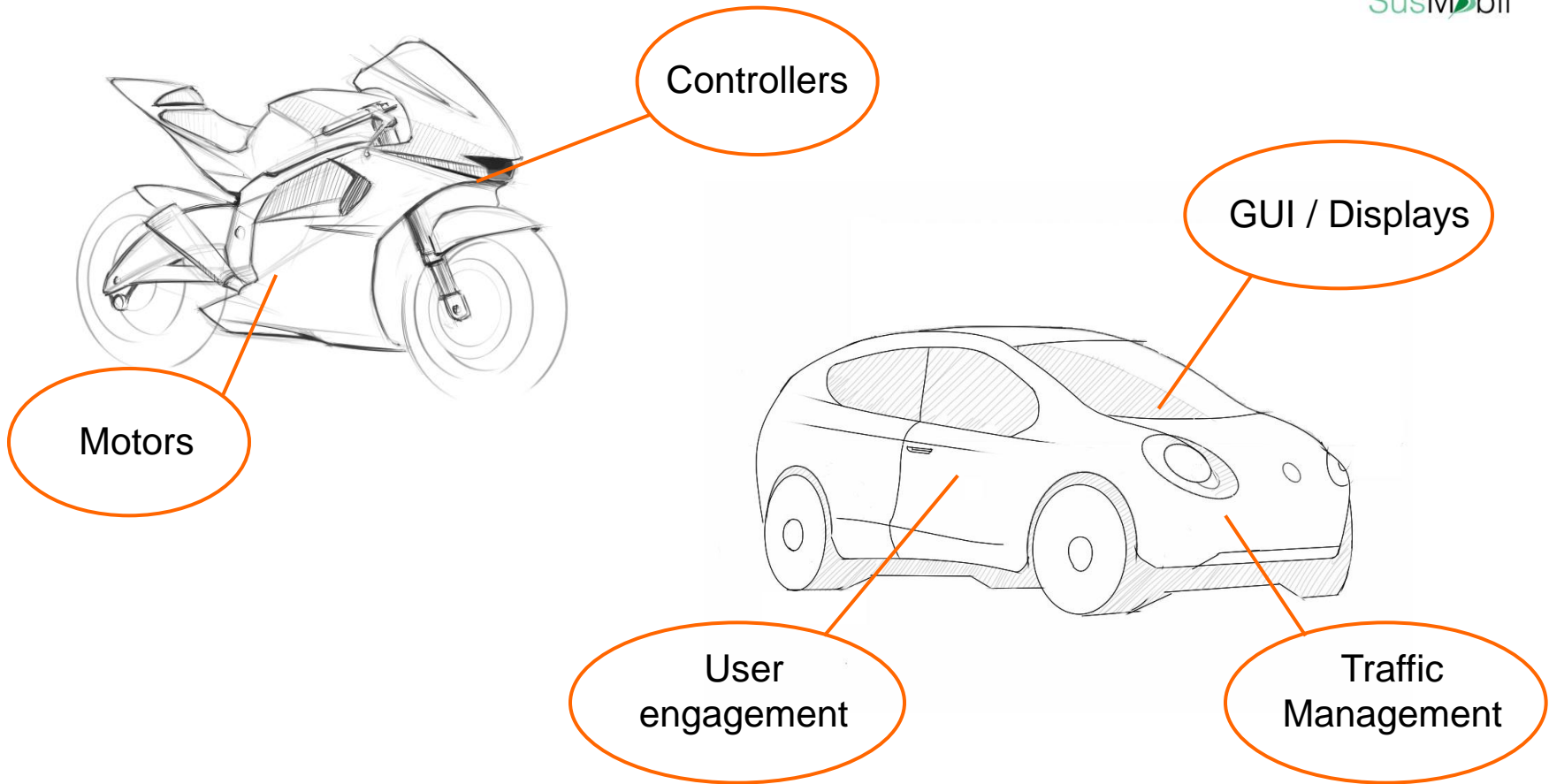
2011: electric motorcycle drag-racing
UK record holder

2013: world record
challenger



Motorsport demands high quality, ultra-efficient, solutions. This project will use that platform to develop a number of revolutionary technologies that push forward the boundaries of green transport

Development



Routes to Market



1. SusMobil vehicle fleet
2. Licensing
3. Sales
4. Car clubs provide a test-bed for integrated Smart Cities.

An opportunity on a global scale...

Transport is a critical component of Smart Cities

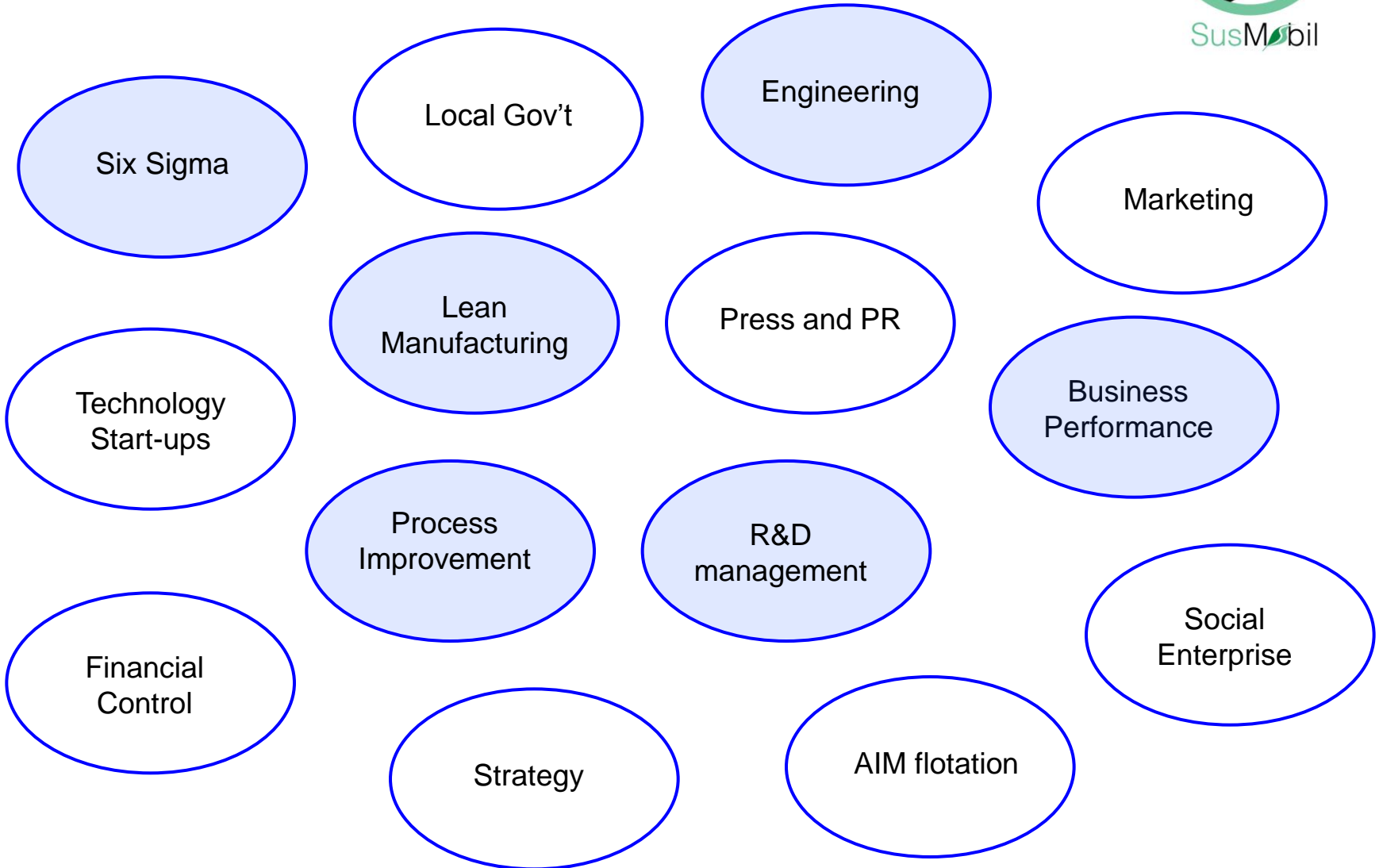
The Vision



"I was delighted to visit and see the pioneering work that is being done here, in the middle of Sussex. Phil understands the technology and his real commitment to make change happen makes him a man to watch as the Green Growth agenda moves forward."

Charles Hendry, former Minister or State at DECC

Who are we?



Who's with us?



Fleet Management

Automotive Low Carbon design

Travel Policies

University Research

EV dealer training

Car Club operation and management

Social analysis

Car Share hardware & software

Charging infrastructure

Car Share installation

Air Quality

EV service training

Telematics

Vehicle tracking

What do we need?



User
interfaces

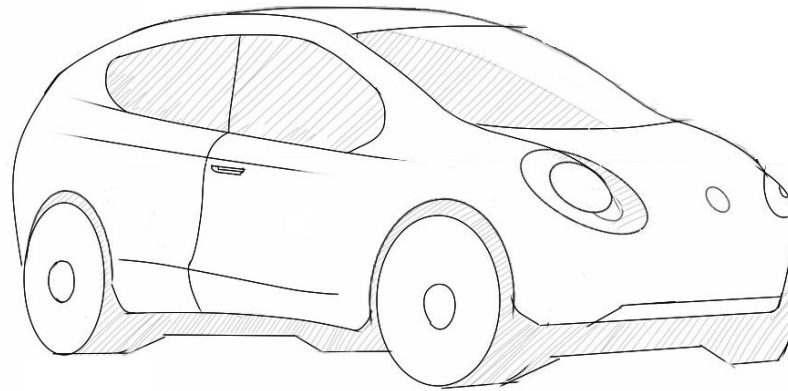
Software

Gaming
Technology

Sensing
Technology

Social Media

Visionary
Investment





Thank You

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