



PRESS RELEASE



2 July 2008

Digital Vectrix-i Bike makes its debut at Salon Privé

The Easy Rider

Experience the height of luxury while saving the planet with a futuristic road machine designed for the digital age. Wednesday 2nd July sees the special edition 'Vectrix-i bike' unveiled at the prestigious Salon Privé event in London. Already the latest must-have green lifestyle gadget, the high performance zero emission Vectrix electric maxi scooter has been enhanced with integrated iPod technology and wireless audio transmission to create the world's first fully digital audio-bike.

Developed in partnership with British based car audio manufacturer Genesis Ice, Vectrix has created the ultimate iPod on wheels. The Vectrix-i carries a bespoke premium on-board entertainment system featuring a built-in docking station, dedicated hi-fi audio transmission and Sennheiser wireless speakers delivering crystal clear digital sound quality to make riding green more desirable, stylish and enjoyable than ever.

The iPod dock built into the glove compartment door can be adapted for all iPod models. A neat 4-way joy-stick below the right-hand throttle provides memory play-back, volume control and track selection. Sound is transmitted via a wireless audio-link to the Sennheiser speaker headset integrated into a customised Bell helmet.

"The Vectrix is a bike that people simply love to ride." states Vectrix MD Alex Bamberg. "We specifically created a bike of the highest quality standard to make electric transport an aspirational choice. This technology is now so advanced, going green no longer means a compromise on style, quality or luxury. The Vectrix-i simply takes our digital technology one step further by adding state-of-the-art enhancements that kick the nerdy image of electric transport into touch once and for all."

Gordon Taylor, MD of Genesis Ice says "We were approached by Vectrix to custom-build a digital on-board entertainment system of the highest quality. Every Genesis product is carefully hand assembled from start to finish and tested to the most stringent standards. We are proud to contribute to the revolution of electric transport Vectrix has brought about."

Due to be released onto the market in the next two months, the exclusive Salon Prive event which showcases some of the world's finest luxury cars, is the perfect stage for the first private view of the new Vectrix-i. The future is here and now.

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Key Features of the Vectrix-i Scooter:

- Zero carbon emissions
- Fully charged range up to 68 miles
- Top speed of 62 mph (100 km/h)
- Fully integrated iPod docking and wireless hi-fi entertainment system.
- Acceleration 0-50 in 6.8 seconds
- As responsive as a 400cc scooter but with a 125cc classification, making the bike accessible to anyone with a provisional licence who has completed CBT training.



- Multi-function throttle controls a slow-speed reverse for greater manoeuvrability and easy parking
- The onboard charger recharges the scooter in just over two hours from a standard 110/220V (3 pin) power socket.
- Low noise for reduced sound pollution
- Estimated battery life of 10 years (based on 5,000 miles per year)
- DAaRT™ system – Twist back the throttle for instant acceleration, and twist it forward to slow down smoothly and safely, in addition to the front and back Brembo disc brakes.

The Vectrix Vision

The Vectrix maxi-scooter is a pioneering solution to the chronic problems of vehicle emissions, urban congestion and high fuel costs. Vectrix is the first company to design, develop, assemble and sell high performance, zero emission, two-wheel electric vehicles. Incorporating several leading-edge patented technologies, the Vectrix has the lowest environmental impact of any comparable vehicle, car or motorcycle, according to the European Union's Cleaner Drive rating.

Founded in 1996, the Company is headquartered in Middletown, Rhode Island and has a modern production facility in Wroclaw, Poland, where its vehicles are assembled, and an engineering and test facility in New Bedford, Massachusetts.

The maxi-scooter is just the start. Its unique engineering platform and research team will allow Vectrix to develop a broad product range to respond to growing consumer and corporate demand for carbon neutral vehicles and the urgent need to de-carbonise road transport worldwide.



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