



Go Ultra Low

West



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Go Ultra Low West – What are we working towards?

Go Ultra Low West is a £7m project in the West of England creating a buzz around electric vehicles. The project aims to provide quality vehicle charging infrastructure and an opportunity for the public to explore electric vehicles.

Project completion March 2021

Target 5,000 LEV registered in the WoE

- On street electric vehicle charging
- Charging Hubs
- Public Charging Network
- ECar clubs
- Demonstration vehicles.
- Business Grants.
- Fleet conversion.
- Policy and Innovation.
- Communications and Marketing.



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Demonstration Vehicles

- Opportunity to try a car for up to two weeks
- Cost of only the electricity used
- Aim is to allow a relaxed environment away from the salesroom
- Referral plan to ensure the customer is directed to a garage
- Opportunity for 1:1 support from an EV Expert
- Risk free/no commitment to buy



HAVE YOU EVER CONSIDERED DRIVING AN ELECTRIC VEHICLE?



ZOE

Well now you can,
with the **EV Demonstrator**

Working in partnership with Go Ultra Low and the West of England authorities, we are looking to create a buzz around electric vehicles (EVs) and emerging vehicle technology.

So as part of the project, you can drive an electric vehicle for up to two weeks, for **nothing more than the electricity you use!**



Why go electric?

For the everyday driver, going from a traditional petrol or diesel vehicle to an EV can seem like a journey into the unknown – but with our help it doesn't have to be. With increasing innovation and environmental awareness, EVs have never been easier, sleeker or more exciting to drive.

So let's take a little look into some of the **benefits** of going electric...



Immediate torque
& acceleration



Quiet ride; no noisy
engine!



Premium
performance



Exclusive charging
facilities



Social pride



Responsible for a
better, healthier
planet!



How do you **drive** an electric vehicle?

Driving an electric vehicle feels no different to driving an automatic petrol or diesel car, except the instant torque usually makes it feel a little more exhilarating!

For more info, please **view** the video on the left.

Our vehicles

Our EV Demonstrator fleet consists of two fully-electric vehicles:

BMW i3



Renault ZOE



Where can I re-charge my EV?

With new points being added daily, the landscape of UK charging posts is continually changing.

Charge HUB helps EV drivers discover the local charge network around them, click the button on the right to learn more!

Charge
HUB 

Interested in a free 2-week test drive?

Driving one of our electric vehicles as part of the demonstrator is completely free, you just need to pay for the electricity (a full charge will cost between £0.00 and £4.00 depending on which post you use. This will give you around 70-90 miles depending on how you drive it).

Just fill in a few details here and we'll be in touch to confirm your booking, verify your licence details and get you on the road!

1 WHO ARE YOU? 2 JUST A FEW MORE DETAILS... 3 AND FINALLY...

Your Name *

First

Last

Your Email *

Enter Email

Confirm Email

Mobile Telephone *

NEXT



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What happens next?

Collating interested participants immediately

Launching to the public 1st March

Eight people per month can benefit from the scheme
(aiming for 300 participants total)

EV Expert will enable opportunities for public to
see/touch/experience an EV via one of the WoE Offices
using the EV Fleet

Interactive campaign in the WoE with a highly branded car,
resulting in prizes if 'spotted'



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