

Better Place and Ontario Partners Begin Electric Vehicle Project *Intelligent network will optimize EV charging and maximize benefits to electric grid*

TORONTO – (March 3, 2011) – Better Place today announced an electric vehicle (EV) charging and demonstration project in Ontario supported by the Ontario Government. Better Place has partnered with two of Ontario’s largest municipally-owned electric utilities – PowerStream Inc. and Veridian Connections Inc. – as well as the City of Toronto and national charity Evergreen to deploy an EV charging network, promote EV education, and lay groundwork for EVs in Canada’s most populous province.

The initial project involves smart charging of EVs via a network of charge spots managed by a network operations centre. This smart network will optimize charging, increase electric grid efficiency by avoiding peak-demand periods, and increase grid stability by taking advantage of the storage EV batteries can provide. The project also includes a demonstration centre featuring interactive displays to educate the public about the benefits of EVs and the Better Place model to enable mass-market adoption of electric cars.

“As the first truly mass-produced EVs begin to enter markets in North America, we are focused on lining up the elements necessary for mass adoption to help Ontarians realize the full potential of EVs,” said Jason Wolf, Vice President, North America, Better Place. “This project highlights some of the key building blocks to get there: government leadership; public education; and a smart network system that scales and delivers benefits to the grid, rather than strains it.”

As vehicle electrification continues to gain momentum worldwide, Ontario aims to have at least one out of every 20 cars in the province be an EV by 2020. This project supports that vision as well as the government’s efforts to raise awareness about EVs and their benefits.

“By demonstrating leadership in the adoption of EVs, Ontario is positioned to capture the research and production jobs that will follow as the sector gains momentum,” said Sandra Pupatello, Minister of Economic Development and Trade. “It’s about taking a long-term view for the green jobs of tomorrow.”

The smart-charging facet of the project focuses on the network’s energy-management capabilities to optimize charge timing, reduce demand during peak hours, and limit impact on the electric grid. Relative to other devices that plug in, EVs offer the unique ability to store energy and, combined with intelligent network software, EV batteries can serve as distributed storage to absorb under-utilized, off-peak electricity and help balance daily load for utilities. This storage capability makes EVs a perfect match for intermittent sources of renewable energy, such as wind.

The project will involve various EVs that Better Place and its partners will recharge via a standards-based network of eight charge spots, each of which can support two EVs. Charge spots are already up and running at locations including: PowerStream sites in Barrie, Markham and Vaughan; Veridian sites in Ajax and Bowmanville; and the Evergreen Brick Works, a well-known showcase for sustainability and green design in Toronto.

The project's interactive EV education and demonstration centre also is located at the Evergreen Brick Works, 550 Bayview Avenue, in Toronto. The centre will be open to the public beginning tomorrow. Visit www.betterplace.com/Ontario for more information.

About Better Place

Better Place, the leading electric vehicle services provider, is accelerating the global transition to sustainable transportation. Better Place is building the infrastructure and intelligent network to deliver a range of services to drivers, enable widespread adoption of electric vehicles, and optimize energy use. The Better Place network addresses historical limitations to adoption by providing unlimited driving range in a convenient and accessible manner. The company works with all parts of the transportation ecosystem, including automakers, battery suppliers, energy companies, and the public sector, to create a compelling solution. Based in California and privately held, Better Place has operating companies in Israel, Denmark, and Australia. More information is available at <http://www.betterplace.com>.

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