

**INTRODUCING A BRAND NEW ELECTRIC VEHICLE FROM THE  
NORWEGIAN COMPANY PURE MOBILITY AS - THE Buddy**

*As an independent manufacturer of electric vehicles since 1991, the Norwegian company Pure Mobility AS is specialized in small city vehicles. With the introduction of the Buddy at EVS-24 in Stavanger 2009-05-13 Pure Mobility AS takes a large step towards Europe.*



**BUDDY CONCEPT**

Buddy is a **zero emissions electric vehicle** designed for easy and entertaining transport in urban areas. Its compact size will **seat three persons** and will allow sideways parking, reducing pressures on inner cities as well as the disruption to traffic flow. A simple but **solid construction with few moving parts** increases reliability and reduces maintenance cost. Buddy is a small vehicle designed to solve big problems!

**BUDDY TARGET: EUROPE**

Europe, with its 490 Million inhabitants and a solid infrastructure, is Buddy's main market. The production level is set to **5,000 vehicles a year**, while a distribution network is under development. Buddy is developed in cooperation with the **Portuguese centre of design, Ceii**, (Centro para a Excelência e Inovação na Industria Automóvel) to maximize an **efficient and environment friendly production**. This facilitates a reduction of the size of sites needed for final assembly and manufacturing. The experience conducted from **18 years of electric vehicles development** positions Pure Mobility AS as a top brand in the business. Strong ownership from shareholders like Hafslund ASA, Kari Lene Selvaag, Cecilie Nustad, Jan Chr. G. Sundt, Jens P. Heyerdahl and Tharald Brøvig gives Pure Mobility AS the strength needed to successfully introduce Buddy to the European market.

**BUDDY IN NORWAY**

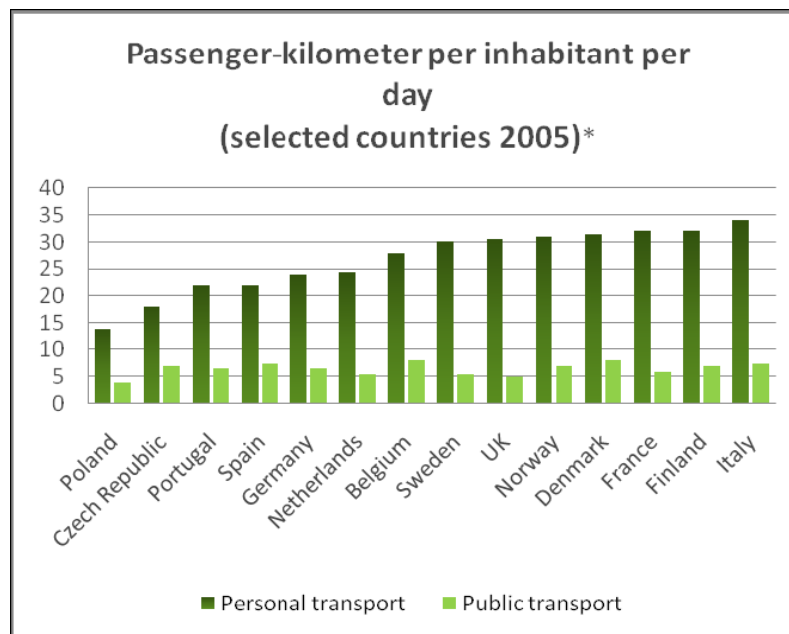
The Norwegian Government has through legislation made **Norway an ideal country for use and ownership of an electric vehicle**. Free use of the bus and taxi lane, free public parking, free public charging stations and free use of toll roads reduce overall cost and make inner city transportation efficient, even during rush hour. Exemption from VAT and other taxes emphasizes the positive attitude towards electric vehicles and give Buddy **economical merits** to fossil fueled cars.

## BUDDY – THE TECHNOLOGY

The Buddy is a brand **new design** combining a **well-proven concept** as well as **state-of-the-art technology**. Available are traditional lead-batteries, nickel-metalhydrid and Litium-ion battery technology. This way you can adjust your Buddy to your specific driving pattern and personal needs. **Low weight** lets the Buddy accelerate quickly and gives a responsive driving experience while a wide track offers **stability and comfort**. Progressive regenerative braking improves feel and feeds converted brake energy to the batteries. Buddy is a **world first in having the complete body made from the advanced composite material Telene®**. Telene® will support **low cost manufacture** and has a **small carbon foot print**. As well as being **resistant** to scratches and dents, Telene® also gives a **smooth surface finish**.

## BUDDY EVERYDAY

Our idea of personal transportation needs is often exaggerated and research shows an average passenger - kilometer per inhabitant per day as less than 40 kilometers, way below the Buddy's range. The Buddy **protects our personal freedom and mobility while drastically reducing environmental impact and congestion** - in short a vehicle that offers attractive and entertaining transportation while **making life easier for everybody**.



Statistics Norway, Report; "Samferdsel og miljø 2007", p. 19.

Personal transport includes taxis and an estimated share of personal transport of delivery trucks.

Public transport is defined as buses, airplanes and railways (excl. subways).

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