



# Media Pack

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Last Updated: 28<sup>th</sup> November, 2008

## Introduction

This media pack has been written to help journalists and researchers who are looking for more information about the Reva / G-Wiz electric cars, or looking for more information about electric cars in general.

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## About the Reva Car Club

The Reva Car Club was originally called the 'G-Wiz Owners Club' and catered purely for the UK owners of the Reva electric car (where it is sold under the name 'G-Wiz').

Formed in the Summer of 2006 by Coventry-based G-Wiz owner and car enthusiast, Mike Boxwell, it grew to over 600 members. The club is run as an informal group with a strong online web forum which is used to exchange views, ideas and technical information, and runs occasional social meetings with like-minded people.

The club changed its name to the Reva Car Club in November 2008 to reflect the growing international interest in the Reva electric cars. New members are joining the club at a rate of around 10 a month.

Membership is free and is open to all. Central to the club's activities is the on-line forums, where people can exchange views and ideas online. Recent forum discussions have included all areas of G-Wiz electric car ownership, as well as discussions on alternative electric cars and technologies.

Journalists and researchers are welcome to join in the forums and contribute. The only caveat is that you should not attempt to sell your own products or services to our members.

The Reva Car Club forums are to be found at <http://forums.revaclub.com>

## Information about the Reva electric car

The Reva is manufactured in India by the Reva Electric Car Company (<http://www.revaindia.com>).

Reva was formed in 1995 to manufacture environmentally friendly, cost effective electric city cars. Designed in California, the car was developed and tested in India and launched in India in May 2001.

The car is designed as a nimble, no-frills electric vehicle for non-polluting urban travel. It can carry two adults and two small children and is designed for inner city use, where performance and long-distance driving is not a major requirement.

GoinGreen ([www.GoinGreen.co.uk](http://www.GoinGreen.co.uk)) started importing the car into the UK in 2003 and have since sold around 1,000 cars, mainly into London. Worldwide Sales are in the region of 3500 vehicles, making the Reva one of the most successful electric cars of all time.

The Reva electric car (sold under the name 'G-Wiz' in the UK) is one of the most successful electric cars in the world. They are sold in many countries across the world including India, United Kingdom, France, Belgium, Spain, Portugal, Iceland, Ireland, Norway and Malta.

The car is best known in London, where over 1,000 Reva 'G-Wiz' cars have been sold. The car has been successful in London due to electric vehicles being exempt from the £8 daily congestion charge (€10 / \$12.50) levied on normal cars using the centre of the city. Electric cars also receive free car parking in many Central London car parks and an infrastructure of electric charging points is in place, making it easy to own and use a G-Wiz electric car in London.

There are three different models of Reva electric car:

### Reva dc-drive

The original Reva was produced until the end of 2006 and had a range of 30-40 miles and a top speed of 40mph. This model has now been renamed the dc-drive model due to its direct current (DC) electric motor.

### Reva ac-drive

In mid 2006 a new, more powerful version of the Reva - the ac-drive model - was launched. Featuring a more efficient and more powerful ac-drive electric motor, the Reva ac-drive had better acceleration and improved hill-climbing performance, a top speed of 45mph and a range of up to 48 miles thanks to improved 'regenerative braking' where the batteries are recharged by the motion of the car whenever the driver takes their foot off the accelerator.

### Reva *i*

The latest model - the Reva *i* – was launched in November 2007 with a range of up to 48 miles, a top speed of 50mph, better braking, an improved interior with more space

for taller drivers, and with a newly designed crash cell that has been jointly developed with Lotus.

The Reva *i* was the first Reva car to be independently crash tested, following on from bad publicity the dc-drive car received when it was submitted to a frontal-offset crash test by a leading car magazine.

### **Reva NXG**

In 2005, Reva showed an electric concept car. A two seat open top car with a top speed of 130km/h (80mph) and a range of 200km (125 miles), the car was shown to demonstrate the possibilities of electric cars and to gauge public reaction to higher performance electric cars.

It is possible that the NXG Concept could form the basis of a future Reva production car.

## **Interviewing Reva / G-Wiz electric car owners**

There are a number of members of the Reva Car Club who have volunteered themselves to be interviewed by journalists.

At present, all these members are currently based in the UK. Our intention is to recruit more international members over the coming months.

If you would like to arrange to interview a Reva owner, please contact Mike Boxwell by e-mail to [mike@revaclub.com](mailto:mike@revaclub.com) . If your requirement is urgent, please telephone +44 7867 656 402.

## **Providing Loan Cars**

On occasion, we have been asked if we are able to provide loan cars for TV shows. Whilst we will endeavour to assist, please remember that member's cars are their own personal transport. We would suggest that in the first instance you contact the Reva distributor in your country in order to arrange for a media loan car as they usually will have vehicles available. A list of Reva distributors is included at the back of this pack.

Where we do provide a loan car, you will be expected to ensure the car is insured and you will be responsible for any damage done to the car whilst it is in your care.

Please remember that electric cars do have a limited range and that you may also need to factor in transporting the car to and from your chosen destination.

If you are transporting the car to a destination, please note that Reva's cannot be towed: a trailer or vehicle transporter must be used.

## Frequently Asked Questions

### **‘Reva’ or ‘G-Wiz’? And what or who is ‘RECC’?**

The car is referred to as a ‘Reva’ across the world, except in the UK where it is sold under the name ‘G-Wiz’.

RECC are the initials of the manufacturer – Reva Electric Car Company.

### **Who uses a Reva?**

A typical Reva owner lives and works in a major city. The car is used for commuting too and from work and for inner city driving. Reva’s are typically owned by two-car owning families where the Reva has taken on the roll of the second vehicle.

There are a number of high profile owners: actor Hayden Bamber, TV Personality Jonathan Ross and Chairman of Lloyds TSB, Sir Victor Blank all own and use Reva electric cars.

There are a surprising number of owners who use their Reva’s as their only car and more and more owners are finding that their Reva is now their main car and their petrol or diesel powered car is only being used occasionally where distance is an issue.

### **Do people use Reva’s instead of public transport?**

In a survey undertaken by the G-Wiz Owners Club (the original name for the Reva Car Club) in early 2007, almost everyone who bought a G-Wiz for use in London bought it to replace an existing car and the G-Wiz was used to commute into the centre of London instead of commuting with a petrol or diesel engine car.

The number one reason for buying was to avoid the London Congestion Charge when commuting for work purposes.

No-one who responded to the survey had bought a G-Wiz as an alternative to using public transport – they were bought as an alternative to using another car.

### **How much do Reva’s cost to run?**

The day-to-day running cost of a Reva is low – the electricity cost is typically 1-2p per mile. Dealer servicing in some countries can be expensive, but the cars are easily maintained by local garages or by keen DIY mechanics at home.

The big cost is batteries. Battery packs need replacing approximately every three years. Thankfully, a number of independent suppliers are now offering suitable batteries at competitive prices, meaning a new battery pack costs only a few hundred pounds to replace.

### **How does the Reva perform in everyday traffic?**

In inner-city traffic, the Reva performs well, comfortably keeping up with other traffic. Earlier models, with a top speed of 65km/h (40mph) can feel sluggish on

faster roads and are not ideal on faster 'A' and 'B' roads. They also struggle on hills where they can slow down other traffic.

The newer cars, with a top speed of 80km/h and significantly better acceleration and hill climbing performance are far more practical for most roads and a number of these cars are now being used in rural locations.

## **How environmentally friendly are Reva's?**

### **Manufacture**

Reva's are built in a modern factory unit in Bangalore, India and every effort is made to keep the carbon cost of manufacture and distribution to a minimum.

Additionally, manufacture of the car and its first two years/16,000 miles of use are carbon balanced using carbon credits.

### **Air Pollution**

Every year, hundreds of thousands of people die each year through polluted air. In London alone, it is estimated that one thousand people die needlessly each year because of air pollution. The Reva, as an electric car, is pollution-free at the point of use and therefore reduces the amount of pollution in the atmosphere in our towns and cities.

### **CO<sub>2</sub> emissions through electricity usage**

With regards to electric use, Reva's are still considerably more efficient than comparable cars with internal combustion engines.

On average, 524g of CO<sub>2</sub> is generated for every kilowatt of electricity generated in the UK. Based on official figures from Reva, this equates to an equivalent to 63g of CO<sub>2</sub> per kilometre.

In September 2008, a club member decided to put these figures to the test on a two week test. Using a kW monitor, the amount of electricity used to charge the Reva G-Wiz was measured to the nearest 10w.

The car used in the test was a 2½ year old Reva G-Wiz 'dc-drive' model using the original batteries, which were showing signs that they were nearing the end of their useful life, and therefore particularly poor on efficiency.

The route chosen for the test was the owners' daily commute: 21km across a range of roads, including 8km of dual carriageways, 8km of urban driving and 5km of inner city driving. The same route was driven, five days a week for two weeks. During this time the car was not used for any other use.

The car was driven over a period of two weeks with real world driving, with the driver using the car 'normally' rather than particularly economically, at speeds of up to 48mph and in a variety of conditions and at different times of the day. Taken as an average over the two weeks, the car managed an average of 87g/km.

A shorter one-day test was subsequently carried out where the same car was driven economically along the same route at a maximum speed of 30mph and driving when

the roads were quiet. On this one day test, the car showed an economy of 58g/km – beating Reva's own published figures.

**Environmental Impact of Batteries**

The batteries used in the Reva are lead acid cells. Thanks to EU mandates, recycling off lead acid batteries is compulsory and new lead acid batteries are typically now made from 100% recycled materials recovered from old batteries.

Thanks to the high value of scrap batteries (currently £300/tonne) there are significant financial advantages to the owners to ensure their batteries are recycled. EU figures suggest that close to 100% of discarded lead acid batteries are now being recycled and reused to make new lead acid batteries.

## Finding More Information

### India

Reva are an Indian based company.

#### General Enquiries:

REVA Electric Car Company, 122 E. Bommasandra Industrial Area,  
Hosur Road, Bangalore-560099  
Telephone: +91 080 278 31999  
Web: [www.revaindia.com](http://www.revaindia.com)

#### Media Enquiries:

Shane Jacob  
Telephone: +93 246 58 353  
Email: [shane@the-practice.net](mailto:shane@the-practice.net)

### UK

The UK distributor for Reva cars (currently known as G-Wiz) is GoinGreen. The managing director is Stephen Hartridge.

#### General Enquiries:

GoinGreen, Green Station, 201 Beaconsfield Road, Southall, Middlesex.  
UB1 1DA.  
Telephone: +44 (0) 208 574 3232  
Web: [www.goingreen.co.uk](http://www.goingreen.co.uk)  
Email: [ask@goinggreen.co.uk](mailto:ask@goinggreen.co.uk)

#### Media Enquiries:

Rosanna Tich  
Telephone: +44 (0) 208 985 8935  
Mobile: +44 (0) 797 345 2615  
E-mail: [rosanna@rosannatich.co.uk](mailto:rosanna@rosannatich.co.uk)

### Ireland

The UK distributor for Reva cars is GreenAer.

GreenAer, 1 Sweetmans Avenue, Blackrock, Dublin.  
Telephone: +353 (0) 1 6588 825  
Mobile: +353 (0) 86 321 9808

### Belgium

The Belgium distributor for Reva cars is GreenMobil NV.

Green Mobile BV, rue des Echevins 75 #10 Schepenenstr.  
B-1050 Brussels, Belgium.  
Telephone: +32 (0) 497 51 52 00  
Web: <http://www.greenmobil.eu>