

Press release

Harrow and Pinner to Have a NICE Day

11th May 2007, London – Residents of Harrow and Pinner are to have a NICE Day, thanks to an initiative by local eco-developer, ZEDHomes. The NICE Car Company, which provides all-electric cars, scooters, and trucks for London, will join the developer at the Harrow Council 'Greener Homes' event at Pinner Community Centre on Sunday June 10, 2007, offering local families the chance to experience electric cars, trucks and scooters first hand.

"We are keen that people should see these cars and see just how funky and practical they are," said Julian Wilford, Managing Director, NICE Cars. "Many of us need a car to get around London but the increase in car use has some big impacts for us all in terms of global warming and environmental pollution. Most of our London journeys are local, averaging just over 4 miles per trip. Electric cars make so much more sense in a city. The stylish MEGA City is a practical little car but comes with the added 'feel good factor' of having something that's not chugging out pollution and fumes. And the Vectrix scooter, apart from being highly practical and economical, looks so Italian that it almost yells 'passione'.

"ZEDHomes will be proactively encouraging car clubs within the communities it creates," said Ameeta Sharma, ZEDHomes' Marketing Manager. "NICE Cars are exactly the kind of supplier that they should be looking at. We urge people to come along and change their minds about electric cars."

The London Borough of Harrow offers free residents parking permits to users of electric vehicles, which can be parked free of charge in central London in all Westminster and City of London pay and display bays and in all six City municipal car parks. Similarly, reduced price parking is available in many London locations.

Notes to Editors

For the past five years, ZEDHomes (www.zedhomes.com) has been combining innovative design with existing technology to build homes and workplaces that require a fraction of the energy required to run a traditionally built development of the same size. ZEDHomes aims to ensure that the energy required for its developments is met by on-site energy sources that will make no demands on the earth's precious natural resources. The company has recently seen its first developments approved in Harrow & Hillingdon.

<http://www.nicecarcompany.co.uk/home.html>

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