

On March 3rd 2005, at the Geneva International Motor Show, the Bolloré group unveils the BlueCar, a genuinely electric vehicle

The Bolloré group, through its subsidiary **BatScap**, will unveil **BlueCar** at the Geneva International Motor Show. **BlueCar** is the first car in the world to be designed as an electrically-driven vehicle, and as such it marks a permanent break from previous generations of electric cars. Its battery uses entirely new and original technology, and unlike other models previously on the market, it was designed as an electric car, and not a car with an electrified heat engine.

By launching **BlueCar**, Bolloré is demonstrating the viability of the high-performance Lithium-Metal-Polymer (LMP) battery technology developed by **BatScap**, and now applied for the first time in public.

Through its LMP technology, **BlueCar** provides an effective response to the two major handicaps which have so far hindered the development of the electric vehicle: low autonomy and limited performance.

BlueCar offers autonomy of over 200 km, depending on the driving conditions, and a top speed of 125 kph. A 100% recharge for the LMP battery takes six hours, but a few minutes of recharging is sufficient for a safe level of autonomy.

BlueCar does not only overcome these disadvantages of the traditional electrical car: its design also makes it a particularly functional vehicle. It has three front seats, and an 810-litre storage area in the rear: an exceptional volume for a vehicle which is only 3.05 metres long, or exactly the same length as the old Mini. Two fold-up seats can also be installed in this area, making the **BlueCar** a five-seater.

BlueCar is entirely modular, and can also be used as a delivery vehicle, by leaving the driver's seat only and thereby freeing up a loading length of 2.35m, and a volume of 2.3m³.

- **Designer:** Philippe Guédon/Espace Développement
- **Battery:** **BatScap**, a Bolloré Group subsidiary
- **Prototype building:** 3D, a Pininfarina subsidiary
- **Motor and reduction gear:** Matra Auto Engineering, a Pininfarina subsidiary
- **Styling:** Espace Développement/D3/Bolloré

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