

FOR IMMEDIATE RELEASE:

London to Paris Electric Vehicle Rally Sets Milestone in Sustainable Mobility

The inaugural London to Paris Electric Vehicle (EV) rally concluded with resounding success as 100 electric vehicles, including self-Builds, Teslas, hydrogen cars, buses, and more, embarked on an exhilarating journey from London to Paris. The event, founded by EV enthusiast Bill Murray, marked the first large-scale international rally of its kind, showcasing the remarkable potential of electric vehicles.

Spanning the distance between two iconic European capitals, the London to Paris EV rally captivated participants and spectators alike, leaving an indelible mark on the global EV community. With a focus on combating range anxiety, the rally aimed to demonstrate the accessibility, diversity, and limitless possibilities of EVs.

At the heart of this groundbreaking event were the exceptional sponsors who provided invaluable support, ensuring the rally surpassed all expectations, BYD, played a pivotal role as an industry leader in driving innovation and propelling electric mobility forward. Their unwavering commitment paved the way for a successful rally, showcasing their position as a driving force in the EV revolution. Mark Blundell UK Marketing + PR Manager said

“BYD were delighted to be official Automotive Partners for this year’s London to Paris EV rally and we were proud to lead the field with BYD SEAL which made a special guest appearance.

The event was a brilliant showcase of not only the latest EV technology, but also skill and endurance from the participants to achieve superb levels of efficiency – far beating official range figures !

We look forward to working with the team again”

EDF Energy, a dedicated sponsor for the past three rallies, played a crucial role in bringing this monumental event to life. As Britain's largest generator of zero carbon electricity, their sponsorship testified to their steadfast commitment to sustainability and a greener future. EDF Energy's support elevated the rally, providing a platform for EV enthusiasts to showcase their cutting-edge vehicles and inspire others to embrace electric transportation.

“It was fantastic to see so many cars take part in this year’s London to Paris EV rally! We believe electric vehicles are a key part of driving towards a Net Zero future, which is why it was amazing seeing the passion that everyone had on the rally. It’s also raising awareness of the fact that range anxiety is a thing of the past, and long journeys in EVs are very achievable, which is key to getting people to make the switch.

We loved seeing the positive interest and feedback from the public and other drivers on the roads as the convoy of EVs drove through to Paris, and we can't wait to announce the winners of the BYD Atto 3 test drive shortly. We're proud to have sponsored this event for the 3rd year running!"

In a significant development, Motability Operations supported the rally this year to showcase accessibility in the electric vehicle world. Their participation emphasised the importance of inclusive mobility solutions, highlighting how electric vehicles can be made accessible to disabled people. Motability Operations' involvement brought attention to the seamless integration of EVs into the lives of people with disabilities, promoting both independence and environmental consciousness.

Jonathan Jenkins, Head of Innovation at Motability Operations, said:

"It was amazing to be part of the London to Brighton leg of the EV Rally, alongside some of our Motability Scheme customers and employees on Saturday. We had a fantastic day and enjoyed showing how far you can really go in an electric vehicle.

"With the switch to electric vehicles fast approaching, we're working hard to find solutions so all our customers can transition to an EV when they're ready. The rally was a great opportunity for us to demonstrate this and raise awareness of the making EVs even more accessible."

Upon reaching Brighton, participants and visitors were treated to the vibrant atmosphere of the e-Village, a hub of excitement and innovation. Attendees had the opportunity to explore stands from our esteemed sponsors and partners, including BYD, Henty, Motability, Tesla, and more. They could enjoy live music, test drive vehicles, and even experience the thrill of riding electric bikes and scooters.

The E-Village in Brighton attracted an impressive turnout, with approximately 35,000 visitors joining the celebration. This tremendous response highlights the growing interest and support for electric vehicles and sustainable transportation solutions.

Wallbox, a global EV charging company, Rally pace cars were charged up on sunshine in Hove using solar panels and Wallbox's home charger, Pulsar Max. The Pulsar Max will rely solely on solar energy to charge the Rally pace cars, meaning they won't contribute any emissions during the rally.

Ashley McFadden, Team Lead UK & IRE, from Wallbox said: "We are glad to be part of the London to Paris EV Rally and showcase the power EV charging has in enabling a more sustainable use of energy".

Bill Murray, the event founder, expressed his joy, saying, "The E-Village in Brighton was a remarkable gathering of EV enthusiasts and the wider community. We aimed to create a space where everyone could learn, experience, and enjoy the electric

vehicle revolution. The overwhelming attendance of 35,000 visitors is a testament to the increasing interest and excitement surrounding sustainable mobility."

The London to Paris EV rally, together with the lively atmosphere of the E-Village, showcased the profound impact of electric vehicles on the future of transportation. By offering dynamic displays, interactive experiences, and engaging activities, the event fostered a sense of community and inspired individuals to embrace the transition to electric mobility.

The London to Paris EV rally commenced in Westminster, London, before reaching the midstop in Brighton. The event also featured an awards party sponsored by 3ti energy Hubs (<https://3ti.co.uk/>) at the esteemed Brighton Beach Lofts, hosted by the newly opened Soho House. Here, the rally recognized the most energy-efficient vehicles, honouring the commitment of participants to sustainable transportation.

The second stage of the rally took participants from Brighton to Paris via Newhaven and Dieppe, covering a total distance of 170 miles. The unique route design of the London to Paris EV rally made it easier for participants to get involved without undertaking excessively long and tiring journeys, setting it apart from other events.

Adam Kemp from Drive Electric said:

"What a fantastic event! The first London to Paris EV rally was a complete success. Thoroughly enjoyable, clearly demonstrates that overseas travel in electric is more than viable and not limited to a small selection of models. The infrastructure for charging in France is superb, no stress!

This event must grow over the coming years! I for one will be attending next year! Thanks also to BYD for providing the Atto 3, such a great car to demonstrate how easy it is to make an affordable transition to electric!"

Event founder Bill Murray expressed his gratitude, saying, "We are immensely proud of the success of the first international London to Paris EV rally. The overwhelming response from participants and sponsors reflects the growing passion and commitment towards sustainable mobility. We extend our heartfelt appreciation to BYD, EDF Energy, and Motability Operations for their invaluable support, as well as to all the participants who made this event a resounding triumph."

Organisers of the London to Paris Electric Vehicle Rally have announced the results of last weekend's event, which incorporated the London to Brighton EV Rally as the first stage, before participants took their vehicles over the channel to complete Stage 2: Dieppe to Paris. The event was sponsored by electricity generator [EDF](#), accessibility specialist [Motability](#) and electric vehicle maker [BYD](#); and delivered by specialist agency [Current PR](#) in partnership with [The Big Lemon](#) bus company and supported by [Fully Charged](#).

Teams were free to choose their own routes, and challenged to make the journey using as little energy as possible. Awards were given for the most efficient vehicles in each category, with a special ceremony on Brighton seafront sponsored by solar vehicle charging company, [3ti](#). There were eight categories, including self-built vehicles and, for the first time, a Hydrogen Fuel Cell category.

Vehicle efficiencies were recorded either directly from the vehicle's own mile/kWh report, or by a calculation based on the vehicle's start and finish status reports and charging records. Only vehicles completing the stage and accurately recording their results were included in the Table, and the results are as follows:

LONDON TO BRIGHTON

CITY CAR - VOLKSWAGEN - EGOLF - 4.4 MILES PER KWH

MOTORBIKE - ZERO- S - 10.4 MILES PER KWH

SALOON CAR - HYUNDAI - IONIQ PREMIUM - 6.2 MILES PER KWH

SUV - KIA - NIRO 2 - 5.9 MILES PER KWH

VAN - VOLKSWAGEN - ID BUZZ - 3.7 MILES PER KWH

BUS - HIGER - STEED - 1.0 MILES PER KWH

DIEPPE TO PARIS

CITY CAR - BMW - I3 42KWH - 5.3 MILES PER KWH

SALOON CAR - HYUNDAI - IONIQ PREMIUM - 5.7 MILES PER KWH MILES PER KWH

SUV - KIA - NIRO 1 - 5.1 MILES PER KWH

VAN - VOLKSWAGEN - ID BUZZ - 3.9 MILES PER KWH

BUS - HIGER - STEED - 1.1MILES PER KWH

Following an EV and renewable energy expo on Brighton Seafront and the Awards Ceremony for the *London to Brighton* stage, participants took the

overnight ferry to Dieppe where they were given a Police escort and a very warm welcome by Normandie Tourism before setting off to Paris.

Chief Adjudicator for the Results, John Bickerton said, "This was a remarkable effort of endurance and a real stress test for the charging grid. One competitor drove from Scotland to Paris on a single charge, and the overall winner showed confidence and crossed the finish line at the Eiffel Tower with only 3% left in their battery. All in all a wonderful weekend and a great spirit between the family of competitors."

Rally Co-founders Bill Murray and Tom Druitt said "The aim of the rally is to demonstrate and celebrate the incredible innovations in electric vehicles and renewable energy, and help encourage the transition away from fossil fuels to a more sustainable future. We'd like to thank all rally participants for being such good sports and helping to push the boundaries by showing just what electric vehicles can achieve; and most of all our Chief Organiser Harrison Hughes, our wonderful team, and all our sponsors and partners without whom it would not have been possible."

The London to Paris EV rally serves as a beacon of hope and inspiration for a world embracing the electrified future of transportation. This extraordinary event not only showcases the diversity and accessibility of electric vehicles but also reinforces the collective determination to drive towards a greener, more sustainable world.

Please see a wide range of images from the event below. For media inquiries, please contact:

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