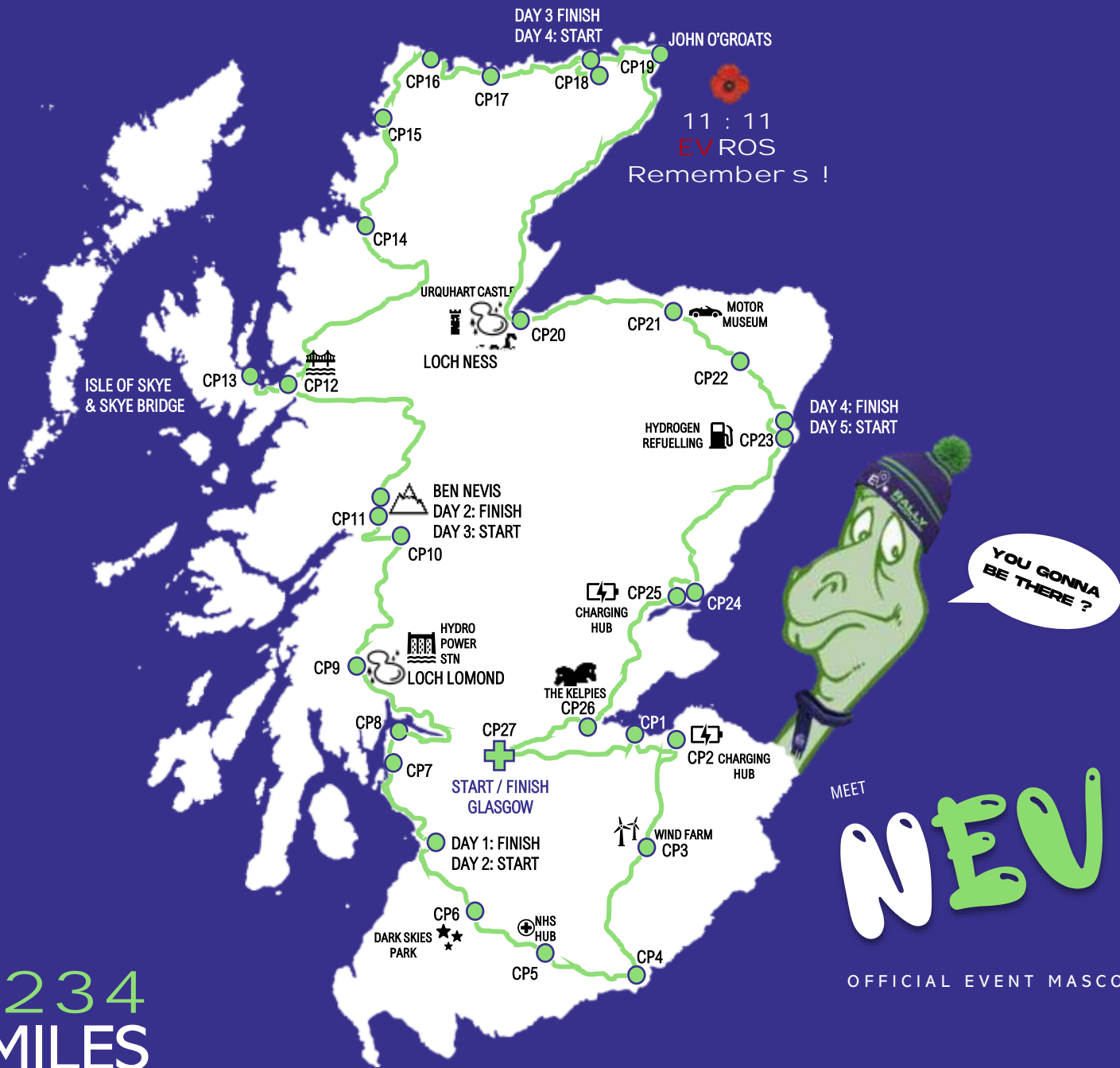


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eMILES



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EVROS
Remember s !



YOU GONNA
BE THERE ?

MEET
NEV

OFFICIAL EVENT MASCOT

PROUD TO PROMOTE:

01-12 NOV 2021
GLASGOW

COP26

IN PARTNERSHIP WITH ITALY



TOGETHER FOR OUR PLANET – THE UK'S YEAR OF CLIMATE ACTION

THE
EV
RALLY
OF SCOTLAND

08-12 NOVEMBER 2021
SHOWCASING UK EV EXCELLENCE

WHAT IS THE EV RALLY of SCOTLAND?

Put simply, it is a 'demonstration' of Scottish EV charging infrastructure, combined with clean and innovative vehicle technology. The idea is to prove that EV use across Scotland is not just 'for the odd occasion'... It can be a 'daily occurrence'... 'the norm'!

We plan on putting 16 x EVs on the road, as part of COP26, and set them off from Glasgow, on a 5-day, 1234 mile 'e-Tour of Scotland', taking in many of the beautiful landmarks in the country, but most importantly, showcasing the charging infrastructure across the region at the same time.

The idea is to showcase the event across social media platforms, featuring pictures, video and LIVE broadcasts...



Streamed LIVE across social media...



#TogetherForOurPlanet
#COP26 #EVROS

Each of the participating vehicles will carry branding on the bonnets and doors and the idea is that they will be driven by key industry people, media and maybe even the odd celebrity or well-known face.

The 'eRally' will leave Glasgow and take in charge points at key locations (CheckPoints – CPs), over the 5 days. Participants will stop at each CP, take a picture (proof) and share it across the various social media platforms, using pre-defined #Hashtags, etc.

By the end of the week, the 'eRally' will have taken in every corner of Scotland, including a Western Isle, and will have completed more than 1234 'e-Miles'!



WHY AN EV RALLY?

#TogetherForOurPlanet #COP26 #EVROS

To 'bury the idea' that EVs are slow... That they don't go very far... Are far too expensive... To run *and* to purchase... That the charging infrastructure isn't in place!

As climate change experts descend upon Glasgow to debate the future of our planet and the strategies required to instigate a shift in direction, the UK needs to show why it is leading the world in embracing the very latest in innovative practices.

'E-Mobility' and the decarbonisation of transport is seen as a key element to helping shift towards a cleaner future, and when it comes to EVs and infrastructure in the UK, Scotland is leading the way.

The **EV RALLY OF SCOTLAND (EVROS)** will not only show what is possible in the future... it will show that e-Mobility is here **NOW!**

EVROS is a great opportunity for **Scotland's local authorities** to show the rest of the world why they're leading the way in e-Mobility. By showcasing the regional **Chargeplace Scotland network** to the masses, we will PROVE that getting from A to B, across some of the most testing, and beautiful, terrain in Europe is not a barrier.

The modern tourist often looks at 'the environment' they are travelling to. Scotland is keen to show itself off as a clean and healthy country, with many iconic landmarks labelled 'areas of outstanding natural beauty'.

EVROS will showcase many of these places off and is the reason why **Visit Scotland** are looking at supporting the eRally.

As the 'Host' of COP26, **Glasgow** will be the Start & Finish of **EVROS**, and we will showcase **ChargePlace Glasgow** as we re-enter the city on the home-straight, on Day 5.

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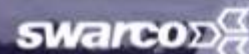


THE
EV
RALLY
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SHOWING UK EV EXCELLENCE

1234
eMILES



CHARGING & INNOVATION



BE A PART OF SOMETHING UNBELIEVABLE !



5-DAYS
27 CHECKPOINTS
1234 ELECTRIC MILES



MAXUS

EV TEAMS



Movement that Inspires



ICONIC SCENERY & WORLD-RENOWNED LANDMARKS



AA

ROADSIDE ASSISTANCE & EV LEASING



The Herald SEVEN DAYS

NEV THE OFFICIAL EVENT MASCOT



DriveTech



MEDIA & LIVE PROGRESS

CAN ANYONE BEAT EV KEITH?

evros.uk

CALLING ON SCOTTISH LOCAL AUTHORITIES TO BE A PART OF SOMETHING UNBELIEVABLE !

As EVROS progresses around Scotland, there is an opportunity for some Scottish local authorities to be a part of the event, as we arrive in your region. This 'involvement' can be as much or as little as you want.

The least is us asking permission for one or more chargers in your area to be used as an Official Checkpoint on the Rally (See Pg6 on how the Checkpoints will work).

However, if someone from the council would like to 'Meet & Greet' the Rally, maybe do an interview with our media crew, etc. then we would be delighted to make that happen.

The key here is to realise that what we want to do is SHOW-OFF your charge point(s) and the great work being done by YOU, to make EVs an everyday feature in your area.

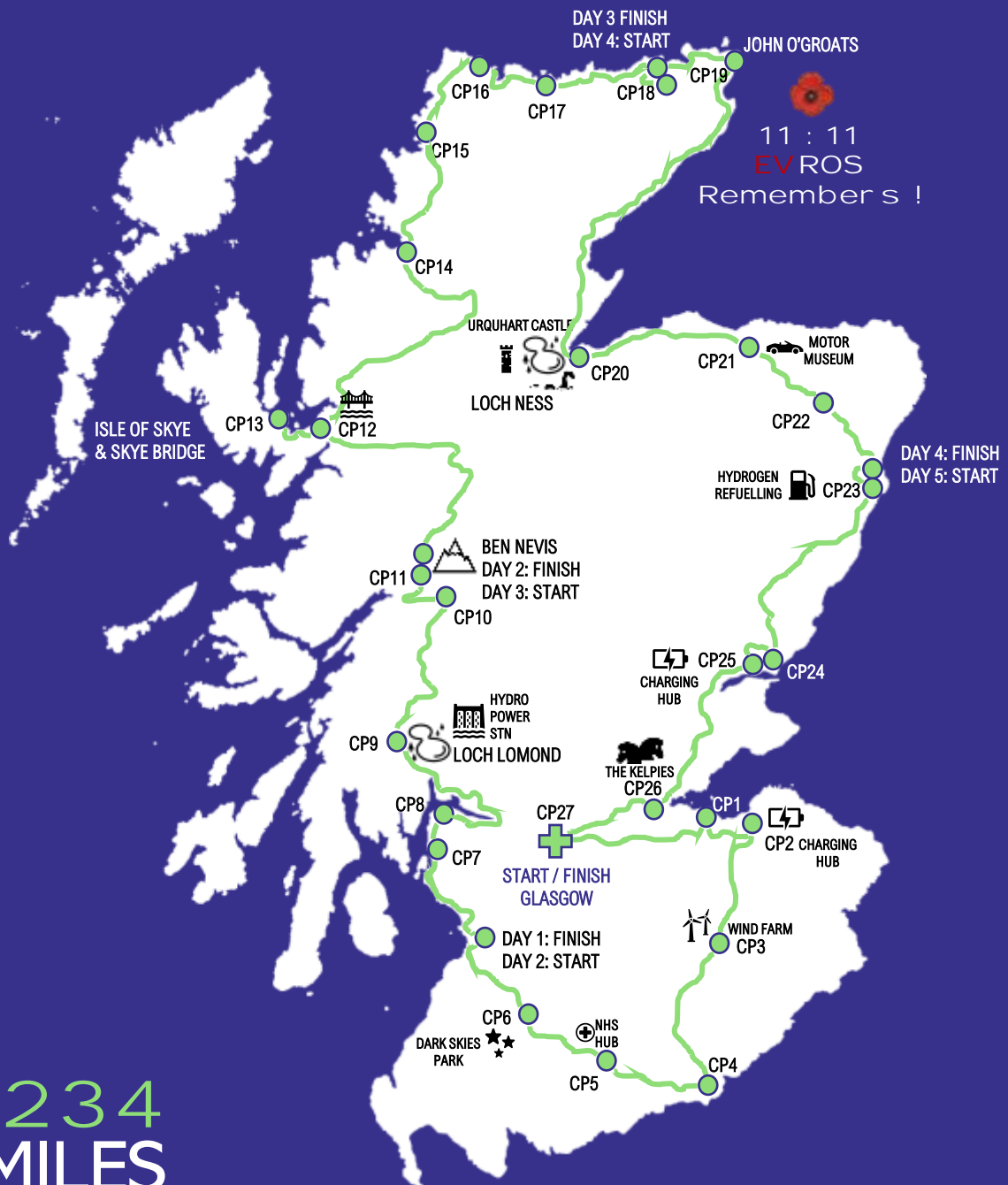
Here's who we would love to work with:



Glasgow City Council are already officially on-board!



1234
eMILES



THE EVROS BRANDING

The vehicles, carrying some striking livery, will travel around Scotland, catching the eye as they pass, silently, through Scottish cities, towns and villages. When they arrive at a Checkpoint, the drivers and co-drivers will get out, 'pop-up' their banner, using a weight, take a picture of the charger and then post it across social media, using very specific CONSTANTS #Hashtags. Plus, they will have to ADD 'Checkpoint Specific' @Handles and #Hashtags too. So, for example, within Glasgow, they will use #EVROS, #COP26, and #TogetherForOurPlanet, plus @GlasgowCC and #ChargePlaceGlasgow.

Ideally, we would like to apply LOW-TACK stickers to the charger units. These will be applied to the units by the EVROS team, and taken off by another member of the team, once all vehicles have been and gone. Manufactured from recyclable, low-tack material, they leave NO MARKS or permanent residue – GUARANTEED!

We would also LOVE IT if the council were to add their own flags or banners in and around the charger too, to add to the photo opportunities.



The Rally vehicles will each carry very simple, pop-up branding that they simply 'pop-open' and 'slip-on'... Very easy!



The 2 x images with unit branding are illustrative. Final designs being worked on now.



Making more than the evening news ...

While we expect to make the news, on TV AND Radio, our reach on social media platforms will drive the interest in this, and here is a summary of the MINIMUM we can expect, without the involvement of lower-tier Champion partners and also the Drivers & Co-Drivers – Journalists, influencers, industry experts, etc.



INSTAGRAM

Vehicle manufacturers lead the way in the UK, on Insta and we can expect 400-450k across the participating VMs... Add the bank, energy and charging companies, and we're looking at an additional 30K+



YOUTUBE

With our contacts that have their own EV YouTube channels, reaching some 30k+ subscribers, we plan on broadcasting LIVE to viewers, over the 5 days.



LinkedIn

Capturing the B2B audience is just as crucial to the success of EVROS, as the consumers. With key fleet professionals taking part in the Rally as Drivers and Co-Drivers, we will harness the power of LinkedIn, with a combined reach, between us, in excess of 350k!

twitter

Vehicle manufacturers in the UK, on average, have 60K followers... there will be 3 or 4 of them involved (180K)... An 'Energy' specialist will add 34K... A 'Bank', a further 130K... A charging point specialists gets us 20K and the Roadside Assistance partner 35K. Add the power of The Herald, as the Official Media Partner, and there's 116K from that news source alone. Between us all, we will be reaching more than half a million followers with every Tweet!



HASHTAG THIS ...
HASHTAG THAT !

NEV

#EVROSmascot



#TogetherForOurPlanet #COP26 #EVROS

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JOIN US & BE A PART OF SOMETHING UNBELIEVABLE!

PREMIER PARTNERS



EVENT PARTNERS



#TogetherForOurPlanet #COP26 #EVROS



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