



the industry platform for the
Electrified Vehicles Community

Premium Partnership

Raise your Visibility to a targeted audience

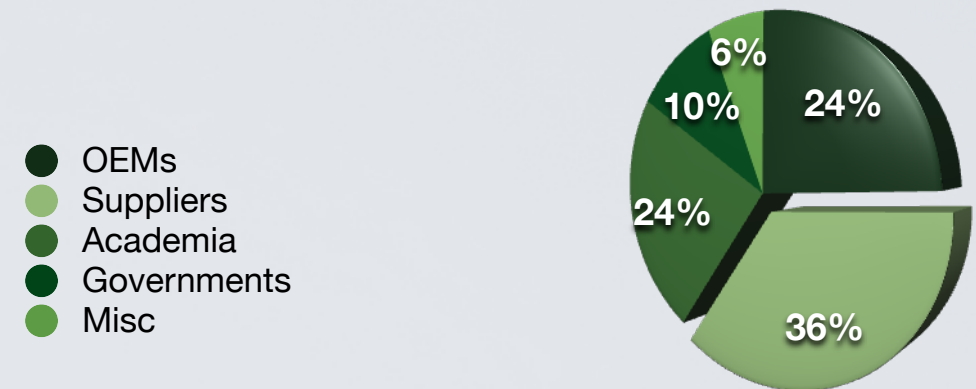
Promote your Products & Services worldwide

Generate 'extra' Sales through Partnership

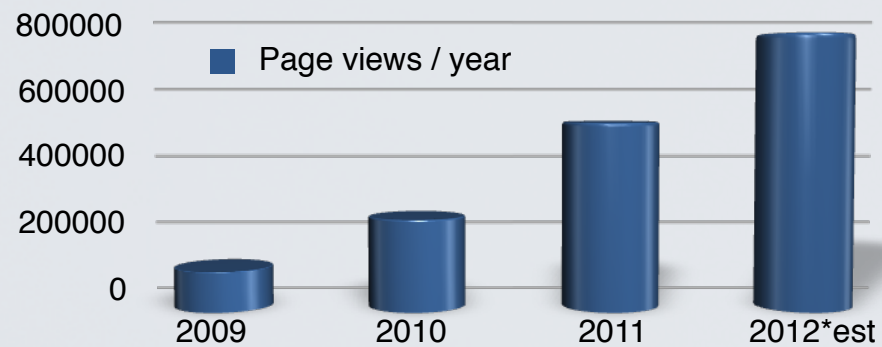
cars21.com partners pioneering EV technology



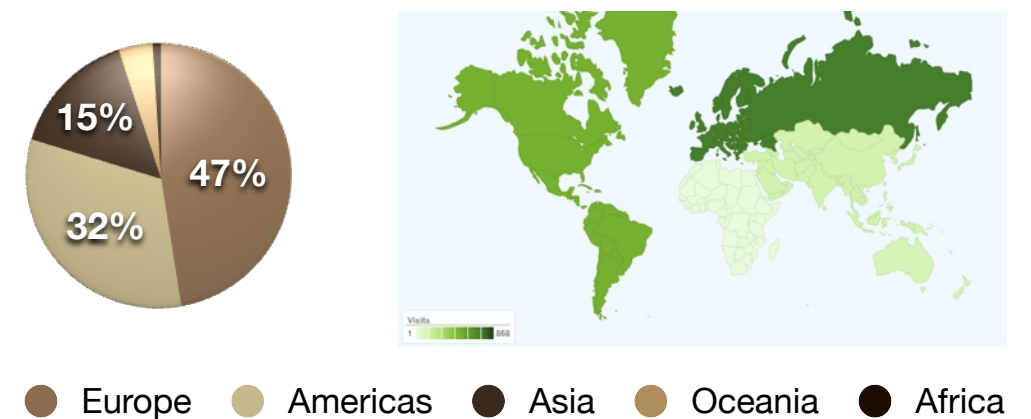
daily visits from experts worldwide



thousands of page views every week



visitors come from all major markets



value proposition

cars21.com is the fast growing industry platform that enhances the worldwide development of full electric and plug-in hybrid electric vehicles (EV/PHEV). Its unique combination of news, products and community ensures that it is more than just a website to advertise your product or service on. Rather it is an interactive platform for engineers and marketers to connect, share and do business with other experts worldwide.

cars21.com facts & figures

1. already over 8,000 subscribers to daily newsletters
2. our readers are CEOs, technical directors, battery manufacturers, marketing experts and policy makers
3. community members spend on average over 6 minutes per visit
4. two in-house community coordinators are pushing content and interacting everyday on the community
5. rapidly growing community and subscriber listing

cars21.com for your global visibility

News

- articles on technology developments
- exclusive interviews
- reporting from battery and EV events
- latest policy and market developments

Products

- EV components and technical papers
- database of 600+ EV companies
- customer reviews for EV products
- free listing of one product/service per company

Community

- **connect:** build your global professional network of business contacts, project partners and prospective customers
- **publish:** share content, join the discussions in the forum and exchange knowledge with industry leaders and dedicated members
- **save:** benefit from reduced event entrance, apply for job offers or new funding schemes and set up meetings

Main Benefits	Free	Premium
Company page	with basic description, contact details, sales request	with detailed description, products list, contact details, sales request button
Products/services	1	1) up to 3 products 2) up to 6 products 3) unlimited products
Additional information	basic technical description	detailed technical description, pictures, uploading company brochures and documents
Logo/brand visibility (% of total page views of 750.000 in 2012)	only on company page	1) 10% = 75.000 page views 2) 20% = 150.000 page views 3) 40% = 300.000 page views
Feature article	-	1 feature article / product + image on homepage
Email marketing	-	logo appears on daily alerts
Price/Annum	Free	Contact us for details