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Zeco to take its Greenlots electric car charger abroad

By Nisha Ramchandani

Singapore-based clean technology firm Zeco Systems, which produces charging networks for electric vehicles (EVs), is looking to roll out its locally made Greenlots solutions overseas.

“We have designed Greenlots to be affordable, easy to install and convenient to use,” said its managing director Oliver Risse.

The latest Greenlots Point product at US\$2,500, launched in October 2009, taps into a power grid and allows authorized users to access it to charge their EVs.

Greenlots is essentially looking to tie up with carpark operators, utilities providers and EV manufacturers.

Other products from the company include a solar charging station for EVs as well as Internet-based software that enables network operators to monitor Greenlots charging devices for metering, security and billing purposes.

Greenlots has set up some of its charging solutions at Ikea car parks at Tampines and Alexandra Road, the Insead campus, the Swiss Club and Parkway Parade.

It is currently in talks with City Developments, it said.

But the Singapore market for EVs is still tiny. Mr Risse reckons there could be about 10 EVs on the roads here. “Singapore is a test bed – to prove the concept,” he said.

As such, the company hopes to venture overseas where there is bigger demand – in places such as the UK, US, Japan, China, Hong Kong, Taiwan, Australia and New Zealand.

According to a recent paper by Pike research, Asia is projected to be the dominant supplier and consumer of EVs from 2010-2015 and beyond. “more than one million electrified vehicles (including hybrids) will be sold in Asia during 2015,” it forecast.

Greenlots currently has partners in Austria, China, Germany and Hong Kong and is in discussions with potential partners elsewhere.

“Our target for 2010 is to install Greenlots networks in more than 10 countries,” Mr Risse said.

For more enquiries, please contact Greenlots at info@greenlots.com or visit <http://www.greenlots.com>