

Test drive NICE at Westfield Shopping Centre

NICE Car Company is set to open a new outlet at London's hottest new venue, Westfield Shopping centre in Shepherd's Bush. The team will be on-site from the centre's launch on 30 October 2008, presenting the popular Mega City and award-winning new MyCar models.

Since 2006 NICE has operated exclusively from its showroom in Ladbroke Grove. The move into Westfield will be accompanied by test drives which shoppers can book during a visit to the NICE stand - located near the Wood Lane tube entrance on the ground floor.

Within minutes, a test vehicle car will be delivered to the centre. That means visitors can road-test a stylish electric car, then return to the centre to finish their shopping or relax in one of the site's restaurants or bars.

"This is another step forward for the NICE Car Company," said co-founder Julian Wilford. "Like our range of all-electric cars, vans and motorcycles, Westfield is stylish and will have a positive effect on its local environment. We look forward to showing visitors that well-designed, safe and affordable electric cars are available to buy right now."

The environmental benefits of electric cars are well known, but the business case for owning one has never been in sharper focus. As the economic downturn bites, NICE customers are reaping the following benefits:

- **Running costs from a couple of pence per mile.** That's around a fifteenth of those for a petrol or diesel car.
- **No annual road tax.** All NICE electric vehicles are zero-emissions and therefore exempt.
- **Congestion charge exempt.** Electric cars and vans do not pay the £8 daily charge to enter the zone, saving around £2,000 a year for those regularly driving into the centre of London.
- **Free parking.** Forward-thinking London boroughs like Westminster provide free parking for drivers of all-electric cars. The saving runs into thousands of pounds a year. Other boroughs also provide parking incentives like free on-street parking for residents.
- **Free re-charging points.** More re-charging points will help. However, Westminster is leading the way with 60 'juice points' on streets around the borough.

Westfield will be open from 9.00 am to 10.00 pm from Monday to Friday, from 9.00 – 8.00 pm on Saturday and from noon to 6.00 pm on Sundays. From 15th to 23rd December extended opening hours will apply. The centre expects around 20 million visitors each year.

For more information on NICE electric vehicles call the team on 0845 642 3227

For more on Westfield, including directions to the centre, visit <http://www.uk.westfield.com/london>