

Press release

Launched at the World Green Economy Summit by DSCE
E-SAYYARA TO ACCELERATE E-CAR DRIVERS IN DUBAI

*“Whether you’re a mall hopper or a mileage maniac, there’s an E-Vehicle for everyone”,
says latest Drive Clean movement*

Thursday 25th October 2018, Dubai, UAE: The Dubai Supreme Council of Energy (DSCE) launched at the World Green Economy Summit today, a government-backed campaign to increase the number of E-Vehicles driven by the private sector and residents on the roads of Dubai . Entitled “E-Sayyara,” meaning *E-Car in Arabic*, the new campaign is to encourage residents of Dubai to join the ‘Drive Clean’ initiative, by using fun, audience segmented marketing to drive the message home.

The event was attended by His Excellency Saeed Mohammed Al Tayer, Vice Chairman of Dubai Supreme Council of Energy, His Excellency Ahmed Buti Al Muhairbi, Secretary General of DSCE and a number of officials from the local department.

His Excellency Saeed Mohammed Al Tayer, commented on the occasion: *“The DSCE and its members have launched several ambitious initiatives and programs in line with the vision of our wise leadership to make Dubai one of the world’s most sustainable cities. We have also implemented the Dubai Clean Energy Strategy 2050, which aims to achieve sustainable development, create a low carbon economy and promote the use of clean energy technologies, including the use of hybrid cars and electric vehicles.”*

“E-Sayyara initiative comes in line with the Dubai Green Mobility Strategy 2030, UAE Vision 2021 and Dubai Plan 2021 which supports the efforts of Dubai Emirate to enhance sustainability, air quality and fuel efficiency,” he said.

His Excellency Saeed Mohammed Al Tayer stated that the E-Sayyara campaign *“is also in line with the objectives of Dubai Green Mobility Strategy 2030 which seeks to accelerate the penetration of hybrid and electric vehicles. “Dubai has taken the lead and started implementing it at the level of government departments,” he said.*

He said the DSCE set a target for government organizations represented in having at least 10% of annual leased or purchased cars to be electric or hybrid, starting from 2016, in order for the penetration of electric and hybrid cars to reach 2% by 2020, and 10% by 2030. *“This supports the Dubai Carbon Abatement Strategy to reduce carbon emissions from transportation sector,” he said.*

His Excellency Saeed Mohammed Al Tayer added, *“to support the effective implementation of these targets, the Supreme Council of Energy in Dubai, in partnership with the Dubai Electricity and Water Authority (DEWA), the Roads and Transport Authority (RTA) and Dubai Municipality, launched a*

number of incentives designed to promote the acquisition of hybrid and electric vehicles to build an awareness aimed at encouraging sustainable green transport."

Speaking on the occasion, His Excellency Ahmed Buti Al Muhairbi, Secretary General of DSCE, said, *"These incentives coupled with an increase in electric charging stations across Dubai, in malls, hotels, and key tourist locations contributed to a clear increase of e-vehicles on our roads. Dubai has more than 4,000 electric and hybrid vehicles, and we have doubled charging stations, 200 were installed by DEWA, with many more in the plan."*

Having successfully introduced E-Vehicles to Dubai, DEWA offered registered users free charging for their electric vehicles through DEWA's Green Charger stations. This will be exclusive to public charging stations. The RTA has provided incentives for electric vehicles including free assigned parking, exemption from RTA electric vehicle registration and renewal fees, exemption from Salik's tag fee, and a distinguished license plate for EVs.

RTA also plans to transfer 50% of its fleet to hybrid cars by 2021 and operates 50 electric limousines at Dubai International Airport.

To create a market for hybrid and electric vehicles with the engagement of the private sector, the Dubai Supreme Council of Energy is exploring with car dealers, vehicle manufacturers and banks to offer additional incentives through Green Auto loans and other means.

Divided into six consumer categories that highlight each target audience in this nation-wide initiative, The E-Sayyara campaign has a variety of benefits for everyone moving across to an E-Vehicle. The Car Enthusiast, Environmentally-Woke and the Tech Geek are just some of the target audiences of the campaign, as well as the Cost Conscious who, for example, can make significant savings on maintenance, fuel and purchasing costs by adopting an E-vehicle. The Mall Hopper, with increased trunk space due to chassis mounted batteries and exclusive parking spots with free charging stations at malls across Dubai is perfect for the run-around-town mum, and the Mileage Maniac is ideal for Dubai to Abu Dhabi commuters.

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