

## Plugless Power™ Advances toward Production Readiness with Synchroness

### Industrial Design Firm to Develop Plan for Product Commercialization

**W**ytheville, VIRGINIA – December 9, 2009, Evatran, LLC, a clean technology company producing innovative charging solutions for electric vehicles and extended-range hybrids, announced today that it has contracted with Synchroness, a product innovation and design consultancy based in California, to facilitate the commercialization of Plugless Power™, the world's first "hands-free" proximity charging system for electric vehicles. The dual-component system, consisting of a vehicle adapter that utilizes inductive charging when aligned with the station component, offers EV drivers a convenient, universal, and reliable way to charge their vehicles.

"We are enlisting Synchroness to assist us with the commercialization of the Plugless Power system," says Rebecca Hough, director of sales and marketing for Evatran. "We are impressed with Synchroness' portfolio, which includes designing and managing the complete production process for a range of successful consumer products." Ms. Hough added, "We also anticipate leveraging Synchroness' expertise to help us comply with third-party approvals and standards."

The initial phase of the project

contract between Evatran and Synchroness involves a three-week session to produce a nine-month plan to bring Plugless Power up to full production ability by 4Q 2010. According to Jorg Lorscheider, chief marketing officer of Synchroness, "We are pleased to be working with Evatran's highly experienced engineering team. Recognizing the potential of Plugless Power, we are honored to be playing a pivotal role in defining this product's long-term strategy."

Evatran anticipates a production-ready model of Plugless Power™ will be made available to drivers by Fall 2010. For more on Evatran, visit [www.evatran.com](http://www.evatran.com).

#### About Evatran

Evatran is the manufacturer of Plugless Power™, the world's first "hands-free" charging system for electric vehicles. Utilizing a unique dual-component system based on inductive technology, Evatran's Plugless Power™ will streamline the process of charging electric vehicles and extended-range hybrids by eliminating the nuisance of the cord and the plug. The result is an electric-vehicle charging system that is convenient, universal and reliable.

Evatran's customers are manufacturers, dealers and drivers of electric or extended-range hybrid vehicles. Other customers utilizing Plugless Power™ may include corporations, municipal governments, utilities, residential developers, new homebuilders, retailers and small businesses.

#### About Synchroness

Synchroness skills and services are designed to enhance client's competitiveness by optimizing research and development. If your engineering team is overloaded, or you want to improve your team's performance, then please visit [www.syncroness.com](http://www.syncroness.com). Synchroness has assisted organizations with their product development needs for over 11 years. We have a unique culture honed from years of operating engineering as a profit center. The result is a seasoned, process-based, customer service organization that ensures predictability in cost and schedule.

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