



ESCP Europe Partners in Inaugural Emirates Electric Vehicle Road Trip

Press Release – 19th January 2017

Following the success of 2016's European edition, the Global Electric Vehicle Road Trip will be hitting the road this month for its first journey in the UAE.

A fleet of 10 luxury electric vehicles will begin a 700km route on 29th January 2017, reaching its final destination on 1st February. The trip will showcase the best of electric vehicle technology as well as the region's clean-tech innovations.

The Global EVRT is the brainchild of ESCP Europe Business School alumnus, Ben Pullen. Ben is a proud graduate of the MSc in Energy Management programme, an 18-month Master studied at the School's London and Paris locations. It incorporates an International Seminar, Master thesis and a period of professional internship.

Global EVRT is a fast-growth organisation, working collaboratively with ESCP Europe in running Electric Vehicle Road Trips in the UAE and Europe (April 2017). The two organisations will operate as joint venture partners for the annual European trip; ESCP Europe operates as Strategic Knowledge Partner for Global EVRT's UAE event.

Commenting on the upcoming trip, Ben says: "We are excited to finally bring the Electric Vehicle Road Trip to the Emirates. The UAE is a perfect place for this type of event as the government has taken effective steps towards a vision for the future of sustainable energy and transportation. We hope to support the UAE's initiatives as we believe it will enable people to develop new beliefs around energy and the way we use it."

He adds, "We believe in people, and believe they will make the right decisions when given the right information on energy and transport. Our aim is to continue growing our impact in countries all over the world and, after our two previous successful trips in London and Europe, we want to further inspire the global community and encourage the accessibility and use of electric vehicles as an alternative mode of transport."

Three members of the School's community will be taking their place in one of the cars: Prof. Simon Mercado, Director of the London campus; Prof. Kostas Andriosopoulos, Academic Director of ESCP Europe's Energy Management programmes; and Emily Centeno, Head of Marketing & Admissions at the London campus.

ESCP Europe's London Dean, Prof. Mercado remarks: "Ben's organisation is a movement with which we are happy to work closely, in this instance as a supporting sponsor and partner. The philosophy of energy efficiency and innovation represented by Global EVRT chimes fully with that which underpins our established energy management programmes. Members of the School's executive team are participating fully in the UAE tour and are preparing for the European event in April."

Since its inception in 2015, Global EVRT electric vehicles have travelled more than 3,900km across Europe. In 2016, Ben led the ESCP Europe European EVRT on a week-long trip visiting four of ESCP Europe's six European campuses. This successful trip proved that sustainable transportation was a realistic and stylish option for long journeys.

During the Emirates EVRT event, the 40-strong team will travel in Tesla Model X and Model S vehicles, plus other electric vehicles from Renault and Volkswagen. The route will stop at new charging stations in Ras Al Khaimah, Fujairah and Abu Dhabi, tour the Mohammed Bin Rashid Al Maktoum Solar Park, and finish with an electric vehicle parade around The Sustainable City in Dubai, which all electric vehicle owners from across the GCC are invited to join.

In the near future the event aims to cover even more terrain across Europe, and to take to the roads of the GCC, India and China. The first stage of this plan will be realised in April, when the second ESCP Europe European EVRT departs London.

Emirates EVRT takes place in the UAE from Sunday 29th January to Wednesday 1st February 2017. Visit emiratesevrt.com for more information.

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Established in 1819, ESCP Europe has educated generations of leaders and entrepreneurs. With its six urban campuses in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP Europe's true European identity enables the provision of a unique style of cross-cultural business education and a global perspective on international management issues.

ESCP Europe welcomes 4,000 students and 5,000 executives from 90 different nations every year, offering them a wide range of general management and specialised programmes (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education).