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Riversimple 'Rasa' to showcase at the Goodwood Festival of Speed 2016

Hydrogen-powered, zero emission car to drive the iconic Hillclimb for the first time

Welsh car-maker Riversimple will showcase its hydrogen fuel cell car, the 'Rasa', at [Goodwood Festival of Speed](#) this year from Friday 24 to Sunday 26 June. The sell-out event will see over 50,000 people attending each day, alongside motoring stars like Lewis Hamilton and Nico Rosberg.

Those at the event have a unique chance to see the 'Rasa' in action – tackling the iconic 1.16 mile Hillclimb in the 'First Glance' category. The 'clean slate' design of the 'Rasa' means it is unlike any other car on the road, and is believed to be the most efficient road-legal car in the world.

Car fans will also have the chance to get up close to the 'Rasa' and meet the experienced team behind the engineering prototype, who hail from F1, Aston Martin, Bentley, Rolls Royce plc and other aerospace companies. The 'Rasa' spent 15 years in development and was styled by Chris Reitz, who also designed the Fiat 500.

Hugo Spowers, Riversimple founder and automotive engineer says: "We are honoured to be attending the Goodwood Festival of Speed this year, and immensely proud to showcase the British designed and built 'Rasa' at an event which embodies the heritage, pace and excitement of motoring and automotive design.

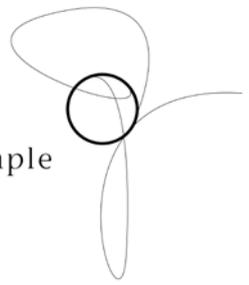
"The Hillclimb is a brilliant opportunity to showcase the surprisingly sporty Rasa, which has been performing beautifully on the road."

"This year's festival will see the wildest, fastest, craziest, baddest cars and bikes ever to ascend the Goodwood Hill," says Festival of Speed founder Lord March.

Big-ticket motoring events have seen growing numbers of fuel cell and electric vehicles in their line-ups, as technology advances and consumer attitudes shift.

The 'Rasa' is set to be commercially available by 2018, following a recently announced 20-car trial in Monmouthshire. Riversimple launched the 'Rasa' this spring, and started crowdfunding in April to match a €2m EU grant and Welsh Government funding.

The Welsh firm plans to revolutionise the motor industry by bringing affordable, cutting-edge technology to everyday road-users with a unique, all inclusive sale-of-service offering. This eliminates built-in obsolescence and flips sustainability from a cost into a competitive advantage.



At last month's London Motor Show, Spowers unveiled two [new concept vehicles](#), based on the car maker's acclaimed two-seater 'Rasa' – a light goods vehicle and a four-seater car – both styled by renowned auto designer Chris Reitz.

The 'Rasa', at a glance:

The 'Rasa' runs the equivalent of 250mpg, has no tailpipe emissions (just water) and takes just a few minutes to refuel, with a 300 mile range. The ultra-light car weighs 580kg, is constructed of carbon fibre composite and is incredibly aerodynamic. Hydrogen technology was pioneered by the NASA space programme, and is used to power the two-seater 'Rasa', which also uses regenerative braking to boost acceleration. Top speed is 60mph with 0-60 in 10 seconds. The only moving parts in the car are the wheels, each of which has an in-wheel motor.

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Visit Riversimple.com to find out more. The latest video [here](#) introduces the team and the business. Further images can be accessed [here](#).

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Riversimple is a consortium member of SWARM (Demonstration of Small 4-wheel fuel cell passenger vehicle Applications in Regional and Municipal transport). SWARM has received FCH-JU (Fuel Cells and Hydrogen Joint Undertaking) research funding from the European Union.