



## **Azure Dynamics Announces First European Dealership and 38 Transit Connect Electric Sales**

- Orders from this first European dealer, RohneSelmer, now total 58 units
- Interest from European customers continues to grow

**Oak Park, Michigan – April 6, 2011** – Deploying the same successful distribution strategy utilized in North America, Azure Dynamics Corporation (TSX: AZD)(OTC: AZDDF) today announced that it has named RohneSelmer Company AS in Oslo, Norway as its first official European dealership for sales and service of the Transit Connect Electric van. The dealership has placed an immediate order for 38 Transit Connect Electric vans, bringing its total to 58 orders. RohneSelmer supported Azure’s inaugural Transit Connect Electric sales of 20 vans to Post Norway and has extensive sales and service support experience of battery electric vehicles in its three locations in and around Oslo. Rohneselmer is a family owned business with over 75 years history as a Ford dealer.

“We are very pleased to have a European dealership of RohneSelmer prominence join our global network of Transit Connect Electric dealerships in support of the June European production launch,” said Scott Harrison, Azure CEO. “Since opening our European office last month, interest from European commercial and private fleet operators continues to grow and selling 58 Transit Connect Electric vans in such a short period of time validates this interest. Additionally, given RohneSelmer long and successful history being one of the oldest Ford dealerships in Norway, their eagerness in ordering 26 Transit Connect Electric vans to meet customer’s demands is meaningful.”

Azure's strategy in Europe is to establish partnerships with carefully selected Ford dealerships to offer high quality sales and service activities in support of Transit Connect Electric. In North America, Azure has more than 100 such dealer relationships.

Azure Managing Director for Europe, Ricardo Espinosa, said, "We are delighted to be working with the team at RohneSelmer as we grow our presence in Europe. We need partners like them who are passionate, dedicated and have vision to see this exciting new sector grow across Europe."

RohneSelmer Company Director, Christian August Selmer, added, "We're extremely enthusiastic about the Transit Connect Electric van's potential and are thrilled to be one of the first dealer partners to be involved in the programme. Our experience with Post Norway showed that the vehicle has important environmental and performance attributes that our customers want. Our vehicle orders are based on our expectation of continued high levels of interest."

Azure will begin assembling Transit Connect Electric vans in June, 2011 at a Lotus Lightweight Structures plant in Worcester, UK. Completed vans will be shipped throughout Europe, although Norway has emerged as an early lead market.

To create the Transit Connect Electric, Azure integrates its proven Force Drive™ electric powertrain into the award-winning Ford Transit Connect. Utilizing an advanced lithium-ion battery from Johnson Controls-Saft, Transit Connect Electric can achieve a range of up to 130KM/80 miles on a single charge and has a load capacity of 500kgs.

A unique combination of car-like driving dynamics, rugged load capacity and low operating costs are characteristics that make the Transit Connect Electric van an ideal choice for commercial fleet operators looking to reduce operational costs and lessen the impact their business has on the environment.

The Transit Connect Electric powertrain provides powerful benefits for commercial vehicle users who have drive cycles that often include predictable, short range, routes with frequent stop/start driving in city/urban environments.

For more information on how Azure Dynamics is Diving a World of Difference, please visit [www.azuredynamics.com](http://www.azuredynamics.com).

### **About Azure Dynamics**

Azure Dynamics Corporation (TSX: AZD)(OTC: AZDDF) is a world leader in the development and production of hybrid electric and electric components and powertrain systems for commercial vehicles. Azure is strategically targeting the commercial delivery vehicle and shuttle bus markets and is currently working internationally with a variety of partners and customers. The Company is committed to providing customers and partners with innovative, cost-efficient, and environmentally-friendly energy management solutions. For more information please visit [www.azuredynamics.com](http://www.azuredynamics.com).

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