



Press release

Shecco launches new cars21.com platform

Brussels, 10 March 2009- The first B2B platform for plug-in hybrid and full-electric vehicles is now live to bring environmentally sound electric technologies for cars faster to the market. While the auto industry is going through its biggest ever crisis, cars21.com will strive to connect industry, research, and decision makers worldwide.

After years working hand in hand with the automotive industry on natural refrigerants, Shecco will now help the supplying industry for all electric (EVs) and plug-in hybrid electric vehicles (PHEVs) accelerate the market uptake of technology solutions for the 21st century, and ultimately establish a strong expert community around electrified cars. Its latest project - cars21.com – is set to become a showcase for ground-breaking technologies, helping bring businesses together to build 21st century's green cars.

"Over the years Shecco has worked closely on climate control and CO₂ emission issues within the car industry. Many in the sector see plug-in hybrids and full-electric vehicles as the future. With cars21.com we will help this industry dream become a reality - faster," says Marc Chasserot, Managing Director, Shecco.

Services offered by cars21.com:

Not only will this platform keep the PHEV & EV car industry worldwide updated on the latest discoveries, technologies, and relevant policies in the PHEV & EV field, it will also showcase components, systems and engineering services suitable to these technologies. Regularly updated news, products and services, papers, policy and events sections will offer all relevant news to keep the community informed.

Over the coming weeks and months, cars21.com will add more relevant products and services, papers and policies. Soon, it will move towards a truly interactive platform for the PHEV & EV Community worldwide by adding a discussion forum, groups, and other B2B networking tools to connect industry, science and policy. With a growing number of partners to showcase their components, systems and services, cars21.com will hence become THE Business to Business (B2B) platform for electrified vehicles.

After eight years within the Norwegian conglomerate Norsk Hydro, Shecco is now an independent company based in Brussels, Belgium. Shecco supports over 60 customers worldwide with a variety of marketing and communication services to help bring climate friendly technologies faster to market.