



FOR IMMEDIATE RELEASE

IMPACTING THE FUTURE OF ELECTRIC VEHICLE DESIGN: DDS² by APEX DRIVE LABORATORIES

Portland, OR—December 1, 2007 Apex Drive Laboratories, Inc. announces the unveiling of **DDS²**: a new direct drive power system designed for electric vehicles (EVs). The system, comprised of two 4kW brushless DC electric motors, utilizes patented technology that offers significant cost reduction and increased energy efficiency by eliminating the traditional need for a gear box.

According to Michael Baker, Apex CEO, “The Apex system revolutionizes the way future electric vehicles will be designed. Our patented electric motor technology generates such an increase in torque density that EV designers will no longer have to manage the complexity and expense of a gear system. The **DDS²** is an elegant, simplified solution that is not only more reliable, it’s cost-effective.”

Designers of the electric motor technology will be at the International Electric Vehicle Symposium held December 2-5, 2007 in Anaheim, CA. The team invites EV industry players as well as general electric motor enthusiasts to visit booth 316 for the first public display of the **DDS²**. A partial chassis fitted with the new Apex system will be on exhibit, actively demonstrating what has formally been unavailable in EVs: an efficient high torque drive system powered directly from the motor to the wheels.

[Apex Drive Laboratories, Inc.](#) is a thought-forward company offering patented technology suitable for a multitude of transportation and industrial motor applications. Focused on providing cost-effective, fully integrated electric power solutions, the company strives to provide environmentally sound design with zero compromise to performance.

The International [Electric Vehicle Symposium](#) (EVS) attracts business, policy, industry, and academic leaders from around the world who are interested in exploring and understanding the technical, policy and market challenges of electric transportation technologies. The 23rd Annual symposium will be held at the Anaheim Convention Center/Anaheim, CA, USA.



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