

Alexa, tell me about electric vehicles: Go Ultra Low app launches

- new app to promote uptake of electric vehicles launches on Amazon Alexa and Google Assistant
- voiced by Ben Fogle, the app has answered over 1,600 questions since its launch on 6 February
- app forms part of government and industry's [Go Ultra Low](#) campaign to help motorists understand the benefits of buying electric vehicles

Owners of Amazon Alexa and Google Play devices can now get the answers to over 50 commonly-asked questions about electric vehicles (EVs), thanks to the new Electric Vehicles Voice App.

In partnership with media agency Wavemaker, the Go Ultra Low campaign has launched an app to answer some of the most commonly asked questions about EVs. From charging and range, to benefits, costs and environmental benefits, the app aims to promote and inform people about a wide range of information on EVs.

Voiced by Go Ultra Low ambassador, broadcaster, writer and adventurer Ben Fogle, the app can be accessed through Amazon Alexa or the Google Assistant by asking "Alexa, open electric vehicles" or saying, "Okay Google, talk to electric vehicles guide".

Research by Wavemaker found that 20,000 questions a month go unanswered or are answered incorrectly by Alexa and Google Assistant. As only 26% of people who consider an electric vehicle currently go on to purchase one, this sparked inspiration to create an app to change people's mindsets, positioning them as desirable and redefining the technology as normal and every-day.

Since its launch, the app has answered a combined total of 1662 questions, with an average session time of 2 minutes and 52 seconds.

Future of Transport Minister Rachel Maclean said:

Electric vehicles are no longer an idea for the future, with more people than ever before opting for this new and exciting form of transport.

Whether you're interested in costs or the environmental benefits, this new app supported through the government's Go Ultra low campaign, will help to drive the uptake of electric vehicles.

This will in turn cut transport emissions and make our communities

healthier, better places to live... all from the comfort of our own sofas.

This government's is investing £1.5 billion in charging infrastructure, to encourage people to switch to clean transport that is powering the electric transition across the UK's roads.

Head of Go Ultra Low Poppy Welch said:

If we want to help UK consumers make the most informed decision when it comes to switching to an electric vehicle, it's important that Go Ultra Low understands the latest consumer behaviour and embraces new technology. Voice Search is a growing trend and this new service will help support potential EV customers in a completely different and innovative way. It's been great working with Wavemaker and in the space of 5 weeks we've developed content, designed the user experience and built the app.