

ELECTROGENIC | MEDIA INFORMATION

EV Technology Company Electrogenic crowned 'Retro Hero' at *Top Gear* Awards 2024

- Electrogenic named 'Retro Hero' for 2024 by *Top Gear* Magazine
- Oxford-based firm recognised for pioneering work in EV powertrain development, including creation of cost-effective, self-install electric conversion kit for classic Mini
- To mark award, *Top Gear team* converted classic Mini themselves over just one day – issue on sale now
- Electrogenic's 'drop-in' kit range includes options for Land Rover Series I, II, III and Defender, classic Porsche 911, original Mini, and DeLorean DMC-12 – offered globally
- Easy to install, reversible, 'plug and play' packages seamlessly convert classic cars to electric drive – future-proofing automotive icons around the world
- Electrogenic also delivers 'turn-key' EV powertrain solutions for low-volume car manufacturers and defence industry applications
- Electrogenic is famous for numerous bespoke EV conversions and was chosen by Jason Momoa to convert his 1929 Rolls-Royce Phantom II
- Media assets: [here](#)

Kidlington, UK, 27th November 2024: Electrogenic, the global EV technology company, enjoyed a highly successful evening at the *Top Gear* Awards ceremony in London, where it was crowned the magazine's 'Retro Hero' for 2024.

Top Gear hailed Electrogenic for its development of pioneering EV powertrain technology – which converts classic cars to enjoyable, reliable zero-emission electric drive. Electrogenic uses the same technology to deliver 'turn-key' EV powertrain solutions to low-volume car manufacturers (OEMs) and the defence industry, as well as a comprehensive 'menu' of EV integration technology.

Steve Drummond, CEO, Electrogenic, said: *"It's a real honour to be named Top Gear's Retro Hero for 2024, and a special moment for the team to have our technology – as well as our wider mission – recognised alongside the leading names in the automotive industry. The Top Gear award is a testament to the team's hard work and commitment over the past decade and is the perfect way to round off a highly successful 2024."*

During the awards ceremony, held at White City House, 2 Television Centre, Shepherd's Bush, *Top Gear* celebrated Electrogenic's range of 'drop-in' electrification kits, with a special focus on the new, cost-effective, self-install package for the classic Mini. The range also includes options for other iconic models, including the DeLorean DMC-12, Jaguar E-type and Land Rover Defender.

As part of its awards issue, *Top Gear* converted a near-30-year-old classic Mini to electric power using Electrogenic's 'plug and play' kit. Greg Potts, Digital Features Editor at *Top Gear*, completed the conversion in just one day – demonstrating how straightforward the packages are to fit. This ease of installation is all thanks to the painstaking R&D work of the Electrogenic team.

Jack Rix, Editor-in-Chief, Top Gear Magazine, added: *“Electrogenic’s ‘drop-in’ kit allows you to convert your old Mini into an EV from the comfort of your own garage. Electric power suits the Mini perfectly, with 100 lb-ft of torque and enough regen to drive it on one pedal. You still get that lovely unassisted steering, and there isn’t a noticeable weight difference. It’s a complex bit of engineering, but as we proved, even a motoring journalist can fit it.”*

Installing the Electrogenic kit transforms the diminutive classic Mini into the ideal city EV in a matter of hours. The truly ‘plug-and-play’ solution contains 20kWh of brand-new, densely packed OEM-grade batteries, with all components pre-mounted on a new-replacement subframe.

Once converted, the electrified Mini packs up to 100 miles of driving range. The Euro Type 2 charge port is also pre-mounted and can be accessed via a range of bespoke replacement front grilles. Electrogenic offers an extended range option, with an additional battery pack integrated into the boot - ideal for those who want to travel further on their Mini adventures.

Drummond concluded: *“We really enjoyed having Top Gear along to install one of our market-leading Mini kits – the ultimate in EV system integration and available direct from our factory in the UK and via our global installer network. 2025 will be an exciting year with lots of new tech and new developments coming, so watch this space for more exciting news.”*

Full details on the Mini Kit can be found [here](#).

British EV technology pioneers

The Oxford-based Electrogenic is famed for its pioneering EV powertrain development work – including its range of ‘plug and play’ electrification kits – which easily convert iconic models to clean, all-electric drive, readying them for a future of low-carbon motoring.

Electrogenic is also known worldwide for its bespoke EV conversions, including the electrification of Jason Momoa’s 1929 Rolls-Royce Phantom II. The company also offers turn-key EV powertrain solutions for low-volume car manufacturers (OEMs) and the global defence industry.

The firm also recently launched a full EV integration technology suite. This includes its proprietary integration technology and Vehicle Control Unit (VCU), as well as its specialist electronics for body control, driver interface, energy management and more.

A full list of installer partners is available here: <https://www.electrogenic.co.uk/kits/partner-installer-network/>

Ends

About Electrogenic

Oxford, UK-based Electrogenic develops tailor-made electric vehicle drivetrain systems, incorporating its world-leading, proprietary technology. Electrogenic built its reputation on sympathetically converting beautiful classic cars to all-electric drive and continues to carry out hand-crafted bespoke conversions for individual clients at its headquarters.

Electrogenic now offers its market-leading EV drivetrain systems to a global audience via its technology arm, ‘Powered by Electrogenic’, delivering sophisticated yet simple-to-install ‘drop-in’ EV kits for the world’s most iconic vehicles. The revolutionary ‘plug-and-play’ kit range includes options for the Land Rover Series, Land Rover Defender, classic Porsche 911, and Jaguar E-Type - and now DeLorean. The kits are offered around the world via a rapidly expanding international installer network.

Electrogenic also leverages its sector-leading technical knowledge to develop 'turn-key' EV drivetrain solutions for car manufacturers (OEMs) and defence industry applications.

The company is led by Steve Drummond, who brings three decades of engineering and finance experience in both the energy and climate change sectors.

To learn more about Electrogenic, visit: <https://www.electrogenic.co.uk/>