



The Geely Emgrand EC7 from Detroit Electric*

PCBs from Newbury to Detroit

Newbury Electronics has announced that it is supplying PCBs to Detroit Electric, an innovator in the design and development of pure electric vehicles. The PCBs are a key component in Detroit Electric's development of the battery packs for the Geely Emgrand EC7 sedan, which is a medium to high end luxury brand vehicle that should be available for purchase in July 2016.

John Perrott, Senior VP Supply Chain at Detroit Electric, explains how the company came to work with Newbury Electronics. "We had a tight manufacturing lead time and the company supplying the PCBs for the SP:01 units couldn't support us. Fortunately I was given the contact details for Newbury via Lotus Cars and we have not looked back since then." Newbury Electronics has supplied 675 PCB's that are used within the battery pack for measuring and monitoring the cell temperatures within the modules.

These packs, sufficient for 25 vehicles, have been used to support initial pre-production build of the vehicles. The plan is to source all material locally in China for when full production commences.

"Quality prototyping carried out with experienced engineers is a key part of the development of any new vehicle and we are delighted that an international company like Detroit Electric was referred to us and that we have been able to meet their demands;" said Newbury Electronics' managing director, Philip King.

Background

Detroit Electric is an iconic brand in the electric vehicle sector, an original innovator and pioneer that began life in 1907. Five years after the brand's resurrection by CEO Albert Lam, excitement is building at the heart of Detroit Electric once again. The company's first commercial offering, the SP:01 two seater pure electric sports car, delivers on Detroit Electric's mantra of 'Pure Electric Performance', offering superior performance, driving dynamics and class-leading handling. The limited-edition SP:01 will herald a new family of all-electric production cars, including two other high-performance models that are planned from 2016. For more information visit www.detroit-electric-group.com

[Newbury Electronics Ltd](http://www.newburyelectronics.co.uk) has been trading for nearly 60 years, during which time it has kept in step with changes in both electronics and manufacturing. It now offers its customers some of the most advanced contract electronic manufacturing (CEM) solutions available in the UK. Philip King became MD in 2011, and has overseen over £2m of capital investment in the last 5 years. The company provides a full [electronic design](#), and [PCB CAD layout](#) service alongside PCB manufacture and assembly in Newbury, West Berkshire. It employs 73 staff and is dedicated to the rapid manufacturing of small and medium batch PCB assemblies. Production includes SMD, SMT, surface mount, BGA, through hole, box build, soldering, test, & rework. Customers can select from any of the company's services and the company is happy to undertake single, bespoke projects through to the design and supply of manufactured lots exceeding 10,000 pcs on its nine automated SMD assembly lines. It has recently introduced an economical [express same day PCB manufacturing service](#) for orders placed before 9am.

As a contract electronic manufacturer, each year, the company produces in excess of over 15,000 different PCB designs for its clients, who benefit from the economies of scale built from the volume of orders processed. To learn more about the company's capabilities visit www.newburyelectronics.co.uk or watch <https://www.youtube.com/embed/l3oYzWqlouU>

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* High quality jpeg available on request

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