



NEW EV BRAND SILENCE APPOINTS GABI WHITFIELD TO EXECUTIVE BOARD

SOLIHULL, West Midlands 14th July 2021: The UK's newest electric vehicle brand, Silence UK, has added automotive communications expert, Gabi Whitfield, to its board of directors as it continues its UK launch.

After more than 20 years in the automotive industry, Gabi is now an independent consultant, splitting her time between advising select companies and supporting various programmes at Warwick Business School. She joins the executive board of Silence UK at a pivotal moment, as it ramps up operations within the UK.

Gabi said: "This is an incredibly exciting company. I went independent in 2019 to find ways to use my skills and passion to make a positive difference. Silence fits that brief perfectly, with a vision, ethos, team, and products all focused on improving urban environments and people's daily lives. I couldn't be more excited to be taking on this role."

Founded by four British business leaders, combining automotive, retail and technology expertise, Silence UK will extend the Barcelona-based Silence brand into the rapidly expanding UK electric two-wheel market, offering low-cost, stylish and zero-emission urban transport to businesses, independent operators, and private customers alike.

The first Silence e-moto scooters are already on sale in Britain. The company opened its headquarters and first flagship store in Solihull in April and has since appointed its first set of agents in Aberdeen, Norfolk, Belfast, and Twickenham, with more set to follow in the coming months.

Tony Lewis, founding partner of Silence UK, said: "Gabi joined us as a consultant in October 2020 to help develop the launch plans for Silence in the UK. The passion, energy, and expertise she brought proved essential to the team and will play a big part in our future success. We have the right product at the right time - but most importantly, we also have the right people."

Gabi will continue her work with clients as an independent consultant alongside her role as board director with Silence UK.

Silence is Europe's biggest specialist EV manufacturer, dedicated to creating the best e-moto scooters in the world to help transform urban eco-mobility. The Silence DNA of reliable, zero-emission battery power, sharp Barcelona style and smart tech has already captured over 66% of the Spanish and 30% of the European electric scooter market, attracting over 21,000 customers across 25 countries.

A family of four Silence models are now available in the UK, priced from £2,695 OTR, including a comprehensive warranty package.

For more information, visit the Silence website www.silenceuk.com

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Detailed media pack, images, and video available via Dropbox:

<https://www.dropbox.com/sh/SilenceMediaPack>

About Silence:

Silence is the leading manufacturer of electric motorcycles in Europe. For the past 9 years, it has been designing, developing and manufacturing electric scooters and battery packs using in-house technology. With its headquarters and manufacturing and development facilities in Barcelona, Silence boasts an extensive sales network throughout Spain and Europe. Customers include Acciona, Seat, Telepizza, Ara Vinc, the Spanish Postal Service, Zena Group, Cooltra, B:SM and the Madrid and Barcelona city councils. Its main shareholders include Caixa Capital Risc, Repsol and MSG. Silence was founded in 2012 by Carlos Sotelo, a former Dakar Rally rider and the company's current CEO.

Silence UK is a new venture, founded by four automotive experts in 2020, to bring the established Silence e-moto scooters to UK customers. Headquartered in Solihull, West Midlands, the company is in the process of establishing a network of flagship stores and agent partners around the UK.