

AUTOMOTIVE

Dyson joins the electric-powered vehicle competition

September 28, 2017



Dyson includes sketches in his email

By BRIELLE JAEKEL

As the electricity sector in automotive heats up, Tesla and other major EV providers will now have competition from an unlikely source.

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Dyson, the vacuum manufacturer, is working on plans for a future electric-powered luxury vehicle that could rival Tesla and BMW. Revealed in an email from the company's founder, a team of 400 people has been assembled to develop a battery-powered electric vehicle.

"At this moment, we finally have the opportunity to bring all our technologies together into a single product," said James Dyson, founder of Dyson. "Rather than filtering emissions at the exhaust pipe, today we have the ability to solve it at the source.

"So I wanted you to hear it directly from me: Dyson has begun work on a battery electric vehicle, due to be launched by 2020," he said. "We've started building an exceptional team that combines top Dyson engineers with talented individuals from the automotive industry.

"The team is already over 400 strong, and we are recruiting aggressively."

From vacuums to cars

Vacuum manufacturer company founder James Dyson is hoping to join the fight to combat environmental issues, claiming that many automakers are circumventing special regulations put into place to help with clean air.



Dyson innovation

Dyson plans to have the vehicle designed by 2020, and the future car is thought to have a hefty price tag.

The founder has recruited a series of professionals from other automakers such as Aston Martin and Tesla's vice president of global communications.

In the email Mr. Dyson has written to his employees, the founder has stated that he has plans to invest \$2 billion into the project. He believes that battery powered vehicles can combat the issue of air pollution, noting that 7 million people have died in 2012 as a result of air pollution.

He also explained that in the early 1990s, the company had worked on a project for a cyclonic filter that would trap harmful emissions from vehicles fitted to the cars' exhausts. However, the project was halted after manufacturers were uninterested in the device, citing disposal of the dust being a problem.

Electricity in auto-making

Another announcement from Jaguar that all future models will have an electric option reveals the vital importance of sustainable energy in the auto industry.

Jaguar Land Rover announced that every one of its models starting in 2020 will be available to be electric-powered, following similar news from BMW and Volvo. As Volvo is a mass production brand, BMW a luxury and Jaguar a sport, the auto industry is no doubt headed for a future heavily integrated with sustainability ([see more](#)).

U.S. automaker and sustainability pioneer Tesla also worked to make charging stations more accessible to electric vehicle owners by altering its city networks.

Tesla is expanding its Supercharger network into major cities by introducing a new version that is more fitting to city infrastructure. Chicago and Boston will be the first to usher in the new smaller charging stations ([see more](#)).



Tesla looks to expand its Superchargers into cities with new design

"In the period since, governments around the world have encouraged the adoption of oxymoronicly designated clean diesel' engines through subsidies and grants," Mr. Dyson said. "Major auto manufacturers have circumvented and duped clean air regulations.

"As a result, developed and developing cities are full of smog-belching cars, lorries and buses," he said. "It is a problem that others are ignoring."

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