

HiSpeed Ltd & Powersys will support the electrification of the iconic Norton Motorcycle

Aix en Provence (France) – June 28th, 2022

The **Project Zero Emission Norton (ZEN)** has been awarded funding through the [Advanced Propulsion Centre \(APC\)](#) Collaborative Research and Development competition, which supports the development of innovative low carbon automotive technology and will help propel the UK in the global race to secure electric vehicle supply chains.

The goal of Project ZEN is to **develop an electric motorcycle that simultaneously delivers a high level of race performance and touring range thanks to the close integration of battery, motor and chassis as well as the extensive use of composite materials.**

To achieve this goal, Norton has gathered a team of partners that share their pioneering spirit. In particular, the team at HiSpeed Ltd. will be designing and delivering the electric motor and inverter for this iconic motorcycle with support from Powersys.

We are proud to partner with HiSpeed Ltd. and contribute to this wonderful project by bringing our electrical engineering expertise, our knowledge on Electromagnetic (EM) design workflows and a powerful simulation platform such as JMAG.

About Powersys

Powersys is a worldwide engineering software and services company that provides fully customized solutions to accelerate the design of Electric Propulsion Systems. These solutions EV application expertise, electrical engineering simulation expertise, simulation platforms and power computing. Our solutions cover several multiphysics: Electromagnetics, Battery, Power electronics, Control, NVH, Cooling and Mechanical stress.

About HiSpeed Ltd

HiSpeed Ltd. designs, develops and tests tailor-made, highly efficient compact electric powertrains, drives, machines and inverters. The fundamental principle throughout our operations is to promote quality sustainable transportation for all. Our vision is to eliminate transport CO2 emissions completely, by providing state-of-the-art, carbon-neutral electric propulsion components. From the initial concept through to implementation, we use our innovative technology to develop sustainable products. We use less raw materials in our drive units, from prototype to production samples, and every detail is optimised using powerful multi-physic and multi-objective optimisation algorithms.

About the Advanced Propulsion Centre UK

The Advanced Propulsion Centre (APC) collaborates with UK government, the automotive industry and academia to accelerate the industrialisation of technologies, supporting the transition to deliver net-zero emission vehicles.

Since its foundation in 2013, APC has funded 172 low-carbon projects involving 410 partners, working with companies of all sizes, and has helped to create or safeguard nearly 50,000 jobs in the UK. The

technologies developed in these projects are projected to save over 297 million tonnes of CO₂, the equivalent of removing the lifetime emissions from 12 million cars.

With its deep sector expertise and cutting-edge knowledge of new propulsion technologies, APC's role in building and advising project consortia helps projects start more quickly and deliver increased value. In the longer term, its work to drive innovation and encourage collaboration is building the foundations for a successful and sustainable UK automotive industry.

In 2019 the UK government committed the Automotive Transformation Fund (ATF) to accelerate the development of a net-zero vehicle supply chain, enabling UK-based manufacturers to serve global markets. ATF investments are awarded through the APC to support strategically important UK capital and R&D investments that will enable companies involved in batteries, motors and drives, power electronics, fuel cells, recycling, and associated supply chains to anchor their future.