

Test drive electric scooters and bikes at show

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Lifelong awareness of environmental issues through his ownership and operation of Blue Water Divers and his advocacy on behalf of Friends of Fish and Greenrock.org led Michael Burke to create a new business, The Green House Bermuda Electric Vehicles.

"Technology is not our enemy," quotes his website. "In fact, selecting the right technology is crucial to achieving true sustainability without sacrificing the benefits of our current lifestyle."

Eco friendly

Mr. Burke has found an opportunity in the Coldwell Banker Home Show to promote his eco-friendly ideas and sustainable products among fellow Bermudians and resident neighbours, who might not previously have been exposed to them.

Green House literature will be available at booth 64 in the South Block Lower.

"And then we're doing a 'Ride and Drive,'" Mr. Burke said, "so people can try the products, electric scooters [and] battery-assisted pedal bikes."

Mr. Burke and his wife Janice will be on hand to

tell you all about the Urban Mover Electric Bicycles, one of which, the Urban Terrain UM24 folds for convenience, and the e-max scooters, which are Italian design. The e-max takes silicon or lithium batteries. Depending on the platform, the range could be up to 150km.

These new technologies eliminate fumes, noise and exorbitant expense, as well as the frustrations drivers experience with the first three.

"The beauty of that electric bike system [is that] you don't need a dedicated bike shop or garage," Mr. Burke said.

He likened it to a small appliance.

The Green House Bermuda occupies a warehouse in Well Bottom.

"(Customers) can come to Well Bottom, or we can go to them. It's almost like an Internet store. People can call us pretty much any time of day."

But stop by for a chat with Mr. Burke at booth 64 at the 7th Annual Coldwell Banker Bermuda Realty Home Show, February 14th, and you'll learn much more about the logistics of owning and operating 'green' transportation.

"We're going to give away

knowledge," Mr. Burke said. "And we're going to give away our time to operate the vehicles... The 'Ride & Drive' is a novel concept for the island."

Lack of knowledge

"I think the majority of the population knows very little about electric bikes," he said. "We're trying to change the mindset, introduce them to sustainable products of the 21st century."

"People have to be open-minded... A lot of the green products tend to be more expensive because they're new technology... [but] people have to look to the future for their children, the environment and cut down the amount of carbon in the environment."

One has to look beyond the initial cost of an item. That's what tends to scare people away, but most of these products give you savings in the long run — in your pocket and for the environment." ■

The Green House Bermuda Electric Vehicles warehouse is located at 15 Well Bottom Road, Warwick. Look for it at the Well Bottom Limited Warehouse, Lower Ground Unit 3. For more information, call 505-1762. Website: www.thegreenhousebermuda



■ PHOTO SUPPLIED

FOLDS EASILY: The Green House Bermuda Electric Vehicles will be offering rides on their battery-assisted, Urban Terrain Folding Bike at the Coldwell Banker Home Show.



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EMAX 110 ELECTRIC SCOOTER: Take the opportunity to ride this bike at the Home Show.