

FOR IMMEDIATE RELEASE

LIFESAVER® bottle citi™ – Mazda Kiyora Concept Car Produces Drinking Water From Rain Water With the World's First Ultra Filtration Water Bottle – conserving water as well as fuel.



LIFESAVER systems
Ipswich, Suffolk, UK

Designed for Mazda by LIFESAVER® systems, the LIFESAVER® bottle citi™ is the world's first ultra filtration water bottle to be installed in a car. It removes all waterborne pathogens and other pollutants creating safe sterile drinking water for the driver and passengers.

Paris, France, October 1st 2008 /LIFESAVER systems/ -- Designed for Mazda's latest concept car the Mazda Kiyora, LIFESAVER® bottle citi™ extends still further the uses for LIFESAVER systems unique technology. Taking advantage of rain as a natural resource, the roof of the Mazda Kiyora channels rainwater firstly through an activated carbon filter and then into a specially commissioned drinks bottle designed for Mazda by LIFESAVER® systems. The LIFESAVER® bottle citi™ is located between the front seats for easy access, and uses state of the art ultra filtration hollow fibre membranes. With a pore size of 15 nano-meters these membranes remove all microbiological contamination including bacteria and viruses without using chemicals, delivering safe fresh drinking water to the driver and passengers any time. The bottle is removable so can be taken out of the car and used to gather water from other natural sources such as rivers, lakes and streams.

"If it makes sense it could be [fitted] as an accessory," says Mazda design director Laurens van den Acker. "A lot of these ideas aren't far away when you think about it, especially in Australia where it never rains. Besides, they say water is the next oil." His comments are backed up by Mazda executive vice president Phillip Spender, who says "the water collection [system] is real".

Van den Acker says Mazda wouldn't have bothered with sourcing proven technology that's already on the market if it wasn't serious about implementing it in cars that will soon be in showrooms. "We could have just as easily put a few lines in the press kit, but instead we got the real thing."

Michael Pritchard, Inventor - CEO of Lifesaver Systems said "It makes me very proud to be working with Mazda on such a thrilling environmentally sound project. Bottled water is just wrong when we have such plentiful supplies of nature's resource all around us." "I look forward to the LIFESAVER bottle citi going into production and preventing millions of tonnes of plastic water bottles being dumped each year into landfill."

Background info

The LIFESAVER hydrocarry UF was invented and developed in the UK by Michael W. Pritchard M.W.M.Soc, the inventor of the original LIFESAVER bottle. He developed LIFESAVER bottle after seeing the tragic waste of life and serious problems caused by the lack of safe drinking water in the wake of the Tsunami in December 2004 and the following year when Hurricane Katrina hit Louisiana. It took a little while and some very frustrating prototypes but eventually he did it. Since it's launch in September 2007 LIFESAVER systems has played a leading role in personal water filtration. LIFESAVER bottles are currently being used in service by both UK and US forces and are actively being considered and tested by militaries around the world. Additionally Michael is now working on several other projects for extending his LIFESAVER technology including a project with Mazda cars where it has been installed into their latest concept car the Mazda Kiyora.

Michael Pritchard was born in Epsom, Surrey UK in 1967. He was educated at Gordonstoun School in Scotland and went to the University of Redlands in California USA. At the age of 18 he competed at international level for England winning a gold medal as part of the 4x100 metre relay team.

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Michael started his business career selling Apple computers into the then fledgling desktop publishing market. He remained within the computer industry for approximately 10 years. He worked in the city as Business Development Director for the Wace Group PLC and then in 1998 co-founded ZagMe.com a mobile marketing company.

In 2000 Michael started his own business. As well as owning a successful property business Michael is also Managing Director of Hydronic Solutions (Europe) Ltd a specialist water treatment and legionella risk assessment company.

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