

Infiniti electric vehicle expected in 2013

October 5 2010, By Melissa Hinch-Ownby



Infiniti EV sketch

Luxury automaker Infiniti will enter the electric vehicle market in 2013. Although details about the future Infiniti electric vehicle aren't available, the company recently released a new sketch to help keep the public interested in Infiniti's electrified vehicle future.

"This future EV will play a major part of Infiniti's 'eco performance' strategy that will see a greater focus on hybrid and EV technology," said Infiniti Vice President Ben Poore in a press release. "We are committed to applying the world's best technologies to reduce emissions without sacrificing driving excitement or engagement - a pledge that will become

more evident soon with the upcoming introduction of our new Infiniti M Hybrid."

Infiniti will be entering the luxury hybrid market when its first hybrid hits the streets of America in spring 2011. The 2012 Infiniti M35h will be able to operate in electric only mode at speeds up to 50 mph thanks to an estimated 302-horsepower 3.5-liter v6 engine combined with a 50 kW (approximately 67 horsepower) electric motor.

Infiniti is keeping further details about the upcoming M Hybrid under wrap as it prepares to debut the vehicle at the 2010 Los Angeles Auto Show, which runs from Nov. 19-28 at the Los Angeles Convention Center.

Infiniti, the luxury division of [Nissan](#), is entering the hybrid arena rather late when compared to Lexus, one of the company's competitors. Lexus, which is the luxury division of Toyota, has four hybrids available today with more planned for the future. However, Infiniti's plan for an EV release in 2013 shows that the company is dedicated to moving quickly once it gets its first electrified vehicle on the market.

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Citation: Infiniti electric vehicle expected in 2013 (2010, October 5) retrieved 23 June 2024 from <https://phys.org/news/2010-10-infiniti-electric-vehicle.html>

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