

James Dyson's unrealised EV

Every week, Maddyness curates articles from other outlets on a topic that is driving the headlines. This week, we look at what Dyson have been up to during COVID-19.

Temps de lecture : minute

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Dyson cancelled electric car project

Dyson's battery-powered vacuums are very good. So it made sense when Sir James said he was going to use the knowledge gained from building those to make an electric car. Only it didn't work out. In an interview with *The Times*, Dyson revealed the car and admitted he'd sunk over \$600M into the project. With a range of over 600 miles and a 0-60 time under five seconds, the SUV-like vehicle would have been strong competition for Tesla and other electric car makers, but unfortunately, each one would have needed to sell for nearly \$185,000 just to break even. [Read the full article on Uncrate](#)

James Dyson's axed electric car project cost him £500M

Billionaire inventor Sir James Dyson says that he lost £500M of his own money on his abandoned project to build a 'groundbreaking' electric car. Dyson's eponymous technology company established a Dyson Automotive division, with 500 staff and a commitment to invest £2.5B into technology including the electric car project. Development had begun in 2014 but in October last year, Dyson scrapped plans for the car, which had been due to launch in 2021, because he didn't feel the project was commercially

viable. [Read the full article on Autocar](#)

Britain's richest man Sir James Dyson reveals the electric car he blew £500M on to challenge Tesla before scrapping it because it was 'too risky'

British billionaire Sir James Dyson has unveiled the sole prototype of his company's electric car that was cancelled for being 'too risky'. The 2.6 tonne-vehicle features an aluminium body, quiet-running tyres and quick-charging battery cells that would have provided enough power to drive 600 miles on a single charge. Dyson, who has an estimated wealth of £16.2B, said his engineers had developed a 'fantastic electric car' but that it wouldn't be able to make money. [Read the full article on The Daily Mail](#)



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Article by Maddyne