

# INVEST IN WORCESTERSHIRE

WORLD CLASS WORCESTERSHIRE  
A World of Opportunity

## Case Study – Endurance Wind Power

In September 2013, Endurance Wind Power opened its European headquarters and new factory manufacturing mid-sized wind turbines in Worcestershire, England. Endurance is a Canadian company with global headquarters in British Columbia and a manufacturing facility in Denmark.



Started by a team of experienced engineers, their goal was to harness wind power to convert into useable energy for homes, farms and businesses. The company's first product was a 5kW wind turbine powerful enough to power one home or a small farm for a year. The company has grown due to today's strong demand for clean energy and now manufactures more powerful mid-sized turbines including a 50kW turbine that can power 10 to 20 homes. Its customers are mainly farms, schools and business and its main markets are Canada, the US, UK, and Italy. The company employs 170 people worldwide including 50 in Worcestershire.

### Why Worcestershire?

Having become well-established in the US and Canada, Endurance researched other countries with a significant wind resource and a strong interest in renewable energy. The company learned that the UK was launching a feed-in-tariff scheme whereby energy users who generate their own renewable electricity receive payment. Endurance initially set up a successful network of qualified dealers and, after selling over 500 turbines in the UK alone, decided to open a UK manufacturing facility.

*"We chose Worcestershire for our European HQ and UK manufacturing facility because of its great location - it is close to motorways, airports and shipping ports." Glenn Johnson, CEO*

*"In Worcestershire we have enjoyed a good experience of recruiting staff from engineers and production staff to support and administrative staff." Glenn Johnson, CEO*

A search was undertaken to find the best UK location and Worcestershire was chosen. The reasons for choosing Worcestershire were many, including its great location and connectivity to the motorway network, airports and shipping ports. Endurance has experienced no problems recruiting its 50 employees including engineers, production and support staff who produce turbines for the UK market and global export.

Endurance manufactures its X Series product line exclusively at the Worcestershire facility. In June 2014, four new X turbines were launched in the UK to add to Endurance's existing X29 model: the X30, X33, X35 and X35Q. Going forward, the company has plans to increase production of these units in Worcestershire and continue to increase its workforce.