

MEET ELECTRA

Daughter of Okeanos and Tethys, Electra, the Goddess of the Sea Storm Clouds is a powerful and life bringing force. She is Goddess of the sea clouds which gather around islands and the summits of coastal mountain ranges, clouds which are formed by the moisture drawn from the sea.

The name Electra, from which the word electricity comes, was the name of these clouds as they were often the source of massive electrical storms.

For the past 19 years Electra has also been the name of a dynamic Kapiti Horowhenua company which owns and maintains the network which delivers electricity to the 43,750 homes and businesses in the region. From Paekakariki to Foxton, over 415 million kilowatt hours of electricity are delivered over 2354 kilometres of lines and cables every year.

All of the shares in Electra are held by the Electra Trust for the benefit of all consumers connected to the network. Every year each consumer receives a discount on their electricity account from Electra.

This year, a total of over \$8 million was paid out – an average of \$184 per consumer. Over the past 19 years a total of \$136 million has been returned to consumers.

Electra is a growing and diversified company with quality assets. We are committed to supporting and helping to grow the local economy and to providing electricity sales discounts to you, our consumers.



WHEN EVERYONE ELSE IS TOLD TO STAY AT HOME, OUR PEOPLE GO TO WORK.

With over 43,750 consumers connected to 2354 kilometres of lines and cables covering 1700 square kilometres in Kapiti and Horowhenua, we have a huge responsibility which we take very seriously - keeping the power on. Our dedicated team of engineers, linemen and faultmen have proven time and again that their passion and skill, in the face of whatever nature throws at them, is the difference that puts Electra amongst the top performing lines companies in New Zealand.



Electra



BUCKET CAPACITY MAXIMUM 200kg
CRANE CAPACITY MAXIMUM 390kg

**THE MILLIONS
OF DOLLARS IN
PROFITS MADE
BY ELECTRA GO
STRAIGHT TO
LINING THE
POCKETS OF THE
COMPANY'S
OWNERS.
You.**

All of the shares of Electra are held by the Electra Trust on behalf of the 43,750 consumers connected to it's network. At the end of each financial year, after tax has been paid and some money reinvested in the future of the business, a discount is paid to every single consumer connected to the network. Last year it amounted to \$184 per consumer, a total of over \$8 million. Over the past 19 years, a grand total of \$136 million has been given back to Electra's owners - you!



PATRICIA GIRDLESTONE
GINGER & POLLY
WAIKANAЕ