



MEDIA PACK · GREAT WINE CAPITALS KNOWLEDGE DAY · 22 OCTOBER 2026

Sustainability is the ultimate expression of luxury

Heretaunga Ararau: values into practice. Ready-to-run copy, facts, quotes and images on Electric Executive, the Hawke's Bay chauffeur and touring operator that has won Best Of Wine Tourism for Sustainable Wine Tourism Practices for 2026 and 2027.

2 About Electric Executive and fact sheet

4 Trade article (180 words)

5 Lifestyle article (560 words)

7 Approved photos and logos

3 The keynote: three values, six actions

4 Industry article (360 words)

6 Quotes and notes for editors

7 Media contact

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About Electric Executive

Electric Executive provides private transfers and hosted wine and food tours across Hawke's Bay, New Zealand, from its base in Havelock North. The owner-operated business is the primary transport partner to Rosewood Cape Kidnappers, Porters Boutique Hotel and Craggy Range, and Air New Zealand's official taxi partner in the region. Guided by three Māori values, manaakitanga, kaitiakitanga and whanaungatanga, it has won the Great Wine Capitals Best Of Wine Tourism award for Sustainable Wine Tourism Practices in Hawke's Bay for 2026 and 2027.

BUSINESS	Electric Executive Limited, 25 Tanner Street, Havelock North, Hawke's Bay, New Zealand. Owner and founder: Duncan Darroch, who also teaches and built the business from a single vehicle. Owner-operated, with local hosts.
SERVICES	Napier Airport transfers with meet and greet; restaurant, winery, event and golf course transfers, including Cape Kidnappers; long-distance transfers to Taupō, Wellington and Rotorua; half-day and full-day private wine tours; the Local Food Producers Tour; Napier Art Deco and Te Mata Peak sightseeing; cruise shore excursions.
FLEET	Electric BYD Atto 3 (up to 3 guests) and Mercedes-Benz eVito (up to 7 guests) at the core. Diesel Mercedes-Benz V-Class (up to 5 guests) and Mercedes-Benz Sprinter (up to 11 guests) for larger groups. An electric van replaces the diesel Sprinter for the 2027/28 season.
RECOGNITION	- Great Wine Capitals Best Of Wine Tourism, Sustainable Wine Tourism Practices, Hawke's Bay: winner 2026 and 2027 - Qualmark Silver - Signatory to the Tourism Sustainability Commitment; member of Hawke's Bay Tourism
PARTNERS	Primary transport partner to Rosewood Cape Kidnappers, Porters Boutique Hotel and Craggy Range. Air New Zealand official taxi partner, the only one in Hawke's Bay. Shore excursion provider to ID New Zealand and PPG at Napier Port. Hands guests to fellow Best Of Wine Tourism winners including Church Road, Porters Boutique Hotel, Smith & Sheth, Black Barn, Craggy Range and Tākaro Trails.
MEASUREMENT	- Real time: odometer readings, charging data and Xero accounts feed a live carbon dashboard, built with AI tools from data the business already held, reported by trip, charge, month and scope - Annual: greenhouse gas inventory prepared by Future Proof Projects, an independent sustainability consultancy, using MfE 2026 emission factors
CARBON FOOTPRINT	11.4 tonnes CO₂e for the 2025/26 financial year (1 April 2025 to 31 March 2026) - Diesel makes up about four fifths: the Sprinter and diesel subcontract work - EV charging emissions fell 24%; low-water washing cut car-wash emissions by 80%
REGENERATION	51 native trees absorb the 2025/26 footprint over 50 years (Tāne's Tree Trust calculator; 25% trees and 75% shrubs). In 2026 Electric Executive funded 168 native plants, more than three times that, at Hōhepa Hawke's Bay, a charitable trust supporting people with intellectual disabilities, whose social enterprises include a native plant nursery in Clive. EnviroSchools takes the plants into local schools, where tamariki plant them around school grounds and waterways.
NEXT STEPS	Electric subcontractors first; the diesel Sprinter replaced with an electric van for the 2027/28 season.
COMMUNITY	Tourism FAMIL for 14 Hastings Girls' High School students with five host businesses (17 September 2026); Young Enterprise Scheme mentoring; regular outings for Lucknow Kindergarten; a Local Food Producers Tour that brings small producers their first international guests.
KEY MARKETS	United States, Australia and New Zealand.

KEYNOTE SUMMARY · NAPIER WAR MEMORIAL CENTRE

Heretaunga Ararau: values into practice

Duncan Darroch's Knowledge Day keynote set out three Māori values, what Electric Executive does with each, why it pays, and six actions any business in a Great Wine Capital can take home.

WHAKATAUĀKĪ · A CENTURIES-OLD SAYING FOR THIS PLACE

Heretaunga haukū nui,
of the rich, life-giving waters

Heretaunga ararau,
of the many pathways

Heretaunga hāro te kāhu,
*seen through the eyes of the
soaring hawk*

takoto noa.
*lying open and beautiful, needing
nothing added*

Manaakitanga

mah-naa-kee-tah-ngah

CARE FOR THE GUEST

VALUE

Every guest leaves feeling they belong here, and partners share the standard.

WHAT WE DO

Airport welcome, hot towel, local water and a Te Mata Figs bar, stories of place on every journey. Guests handed to fellow Best Of Wine Tourism winners.

WHY IT PAYS

Five-star hotels trust us with their most premium guests, and partners recommend us without risk.

Kaitiakitanga

kai-tee-ah-kee-tah-ngah

CARE FOR THE LAND

VALUE

You cannot be a guardian of what you do not measure. Then regenerate, not only protect.

WHAT WE DO

A live carbon dashboard and an independent annual inventory. Off-peak charging, zero-waste provisioning, natives funded at Hōhepa and planted by tamariki.

WHY IT PAYS

Decisions on real data, claims that hold up, and every guest a partner in regeneration.

Whanaungatanga

fah-noh-ngah-tah-ngah

CARE FOR EACH OTHER

VALUE

One connected Great Wine Capital, not silos, with a role for the next generation.

WHAT WE DO

Collaborate, refer and support across hotels, wineries, producers, culture, trade and schools. Fourteen tourism students, five host businesses, one morning.

WHY IT PAYS

Guests arrive as visitors and leave as family, and young people see a career in their own region.

Six actions for your Great Wine Capital

1 · MANAAKITANGA

Audit the guest experience

Ask how guests feel when they leave. Design the first and last 15 minutes around place.

2 · MANAAKITANGA

Raise and share the standard

Pursue Best Of Wine Tourism status and share the highest level of care across your Great Wine Capital.

3 · KAITIAKITANGA

Measure your impact

Use AI tools on data you already hold. Have an independent specialist prepare it before you claim it.

4 · KAITIAKITANGA

Regenerate locally

Fund a local regenerative partner instead of offshore credits, and invite guests into the story.

5 · WHANAUNGATANGA

Build a web across your GWC

Pick one partner outside your industry. Build one experience together and refer guests to each other.

6 · WHANAUNGATANGA

Open your doors to the next generation

One school visit a year: three or four businesses, one afternoon, one class.

Sustainability is the ultimate expression of luxury

Heretaunga takoto noa. Lying open and beautiful, needing nothing added. Our job is to keep it that way.



SLIDE PACK

TRADE ARTICLE 180 words for agents, DMCs and wholesalers

Electric Executive wins Sustainable Wine Tourism for a second year

Hawke's Bay chauffeur and touring operator Electric Executive has won the Great Wine Capitals Best Of Wine Tourism award for Sustainable Wine Tourism Practices in Hawke's Bay for 2027, following its win for 2026.

The Havelock North business offers private airport, winery and golf transfers, and hosted wine and producers tours, with an electric BYD Atto 3 and Mercedes-Benz eVito at the core of its fleet. It is the primary transport partner to Rosewood Cape Kidnappers, Porters Boutique Hotel and Craggy Range, and Air New Zealand's official taxi partner in the region.

Every arrival includes a personal welcome, a hot towel, local water and a fig bar from a nearby grower, and hosts share the story of the region on every drive. Guests move between fellow Best Of Wine Tourism winners, so the same standard of care continues at every stop.

"We don't compete on the vehicle," says owner Duncan Darroch. "Anyone can buy, rent or lease a vehicle. What sets us apart is manaakitanga and whanaungatanga: the care and hospitality we extend to every guest, and the genuine connections we build with them."

Trade rates and enquiries: info@elecexec.co.nz.

INDUSTRY ARTICLE 360 words for tourism and wine industry media

Measure honestly, regenerate locally

A Hawke's Bay transport operator shows how three Māori values turn sustainability into a market advantage.

At the Great Wine Capitals Knowledge Day on 22 October 2026, Duncan Darroch, owner of Hawke's Bay chauffeur and touring business Electric Executive, set out how three Māori values shape every journey: manaakitanga (care for the guest), kaitiakitanga (care for the land) and whanaungatanga (care for each other).

"You cannot be a guardian of what you do not measure," says Darroch. Odometer readings, charging data and Xero accounts feed a live carbon dashboard, built with AI tools from data the business already held. Each year Future Proof Projects, an independent sustainability consultancy, prepares its greenhouse gas inventory using MfE 2026 emission factors. The 2025/26 footprint came to 11.4 tonnes of CO₂e, and diesel makes up about four fifths of it. The next steps target diesel directly: electric subcontractors get work first, and an electric van replaces the diesel Sprinter for the 2027/28 season.

Instead of buying offshore credits, Electric Executive funds native plants at Hōhepa Hawke's Bay, a charitable trust supporting people with intellectual disabilities, whose social enterprises include a native plant nursery in Clive. Its footprint equals 51 native trees; in 2026 it funded 168. Enviroschools takes the plants into local schools.

"We don't plant trees to offset," says Darroch. "We plant them with Hōhepa to regenerate the land and support their community. That is a different and more honest goal."

The business hands guests to fellow Best Of Wine Tourism winners, and in September it took 14 Hastings Girls' High School tourism students behind the scenes at five host businesses. "A competitor can buy a bigger fleet tomorrow," he says. "They cannot buy the phone call that brings a class of students through Craggy Range's door."

Darroch left delegates with six actions, from auditing how guests feel when they leave to hosting one school visit a year. "None of these needs an electric fleet. Each one costs little more than time and intent, and each one makes your business harder to copy."

Electric Executive has won Best Of Wine Tourism for Sustainable Wine Tourism Practices in Hawke's Bay for 2026 and 2027.

LIFESTYLE ARTICLE 560 words for travel, food and lifestyle magazines

The first fifteen minutes of Hawke's Bay

In a Great Wine Capital, one Havelock North operator believes your holiday starts at the airport doors, and that luxury tastes of the place you have just arrived in.

The welcome comes before the luggage reaches the kerb. "Welcome to Hawke's Bay, a Great Wine Capital," says your host from Electric Executive, and within minutes you are settling into a quiet electric Mercedes-Benz eVito with a hot towel in hand, the same courtesy you might expect in a premium airline cabin.

Then comes the first taste of the region. Still or sparkling water drawn from the local aquifer and bottled nearby. A fig bar from Te Mata Figs, a grower just down the road. It is a small thing, and entirely deliberate. "We invite guests to step into a web of relationships and connections that define sustainability for us," says owner Duncan Darroch.

"People don't care how much you know until they know how much you care," says Darroch, a teacher who built the business from a single vehicle. "We don't compete on the vehicle. Anyone can buy, rent or lease a vehicle. What sets us apart is manaakitanga and whanaungatanga: the care and hospitality we extend to every guest, and the genuine connections we build with them."

That philosophy has made Electric Executive the transport partner of choice for Rosewood Cape Kidnappers, Porters Boutique Hotel and Craggy Range, and earned it the Great Wine Capitals Best Of Wine Tourism award for Sustainable Wine Tourism Practices in 2026 and again in 2027.

On the road, hosts share the stories of the Heretaunga Plains from a written cultural and sustainability script. Darroch often begins with a centuries-old whakatauaiki for the area: *Heretaunga haukū nui, Heretaunga ararau, Heretaunga hāro te kāhu, takoto noa*. Heretaunga of the rich, life-giving waters, of the many pathways, seen through the eyes of the soaring hawk: lying open and beautiful, needing nothing added.

Those pathways lead to some of the country's most celebrated cellar doors, from Craggy Range beneath Te Mata Peak to Church Road in Taradale. They also lead somewhere less expected. On the Local Food Producers Tour, guests meet the people behind Arataki Honey, Bay Blueberries, Te Mata Figs, Six Barrel Soda, Origin Earth, Hawthorne Coffee Roastery and First Hand Coffee, several of whom have hosted international visitors for the first time through the tour. At Te Ātea a Rangi, the Māori celestial compass, guests stand at the star compass with an iwi host.

Dawn on Te Mata Peak remains a favourite. Mist pools in the valleys below, the Tukituki River catches the first light, and the whole of Heretaunga lies open to the sky.

For most guests, the ride is also their first in an electric vehicle, and the surprise is how little it asks of them: quiet, smooth and comfortable. Behind the scenes, Electric Executive measures its carbon footprint and funds native plants at Hōhepa Hawke's Bay, a charitable trust whose social enterprises, including a native plant nursery in Clive, create meaningful work for the people it supports. Local schoolchildren plant them along their grounds and waterways. "Simply by travelling with us, guests become our partners in regenerating the whenua (land)," says Darroch.

At the end of the stay, the same care frames the farewell, and guests tell Darroch the transfers bookended their holiday. They arrive as visitors and leave as family.

"Sustainable tourism is not a constraint on luxury," he says. "It is its highest expression."

Plan it: Electric Executive offers airport transfers, half-day and full-day private wine tours, the Local Food Producers Tour and Te Mata Peak sightseeing across Hawke's Bay.
www.elecexec.co.nz · info@elecexec.co.nz

QUOTES FROM DUNCAN DARROCH, OWNER, ELECTRIC EXECUTIVE

In his own words

From his keynote at the Great Wine Capitals Knowledge Day, 22 October 2026. Approved for use with attribution.

"We don't compete on the vehicle. Anyone can buy, rent or lease a vehicle. What sets us apart is manaakitanga and whanaungatanga: the care and hospitality we extend to every guest, and the genuine connections we build with them."

ON MANAAKITANGA AND GUEST EXPERIENCE

"Sustainable tourism is not a constraint on luxury. It is its highest expression. The authenticity is the luxury."

ON LUXURY AND SUSTAINABILITY

"You cannot be a guardian of what you do not measure."

ON MEASUREMENT

"We don't plant trees to offset. We plant them with Hōhepa to regenerate the land and support their community. That is a different and more honest goal."

ON HONEST CLAIMS

"Our relationships open doors our guests could never open on their own: a winery owner who comes out to personally host a tasting and opens up their cellar, a grower who walks them through the orchard sampling fresh figs off the tree. Relationships like these, local and lasting, are what make sustainability the ultimate luxury."

ON WHANAUNGATANGA AND RELATIONSHIPS

"A competitor can buy a bigger fleet tomorrow. They cannot buy the phone call that brings a class of students through Craggy Range's door."

ON TRUST AND THE NEXT GENERATION

"Sustainability reduces harm. Regeneration gives back. The next frontier for the Great Wine Capitals is not how we take less, but how each visit leaves the place and its people better."

ON THE FUTURE OF WINE TOURISM

Notes for editors

- Business name: Electric Executive (one name only). Owner: Duncan Darroch.
- Award name: Great Wine Capitals Best Of Wine Tourism, Sustainable Wine Tourism Practices, Hawke's Bay. Winner for 2026 and 2027; please cite both years together.
- Emissions source: "an annual greenhouse gas inventory prepared by Future Proof Projects, an independent sustainability consultancy, using MfE 2026 emission factors." Please use this wording.
- Hōhepa: Electric Executive funds native plants through Hōhepa Hawke's Bay, a charitable trust supporting people with intellectual disabilities, whose social enterprises include a native plant nursery in Clive; schools plant them. The plants regenerate the land and do not cancel the business's emissions.
- Fleet: the BYD Atto 3 and Mercedes-Benz eVito are electric. The Mercedes-Benz V-Class and Sprinter are diesel; please do not describe the fleet as fully electric. An electric van replaces the Sprinter for the 2027/28 season.
- Grid: New Zealand electricity generation is close to 90 percent renewable (MBIE, 2025 calendar year).
- Interviews and high-resolution images: info@elecexec.co.nz or +64 21 025 87832.

APPROVED PHOTOS AND LOGOS

Images

High-resolution files are available on request from info@elecexec.co.nz. Please credit as shown and use the captions provided.



EE_01_Welcome_eVito.jpg
An Electric Executive host welcomes a guest from the electric Mercedes-Benz eVito. Credit: Electric Executive.



EE_02_Arrival_eVito.jpg
Arrival on a hosted wine tour. Credit: Electric Executive.



EE_03_Fleet_Atto3_eVito.jpg
The electric fleet: BYD Atto 3 and Mercedes-Benz eVito. Credit: Electric Executive.



EE_04_Vineyard_walk.jpg
Guests walk the vines on a private wine tour. Credit: Electric Executive.



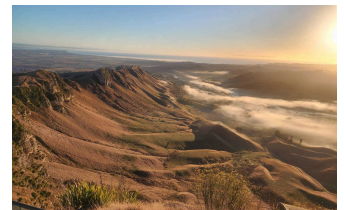
EE_05_Barrel_hall_tasting.jpg
A barrel hall tasting on a hosted wine tour. Credit: Electric Executive.



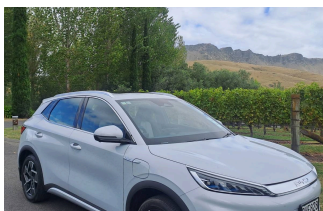
EE_06_Winery_tasting_table.jpg
A winery tasting table, Hawke's Bay. Credit: Electric Executive.



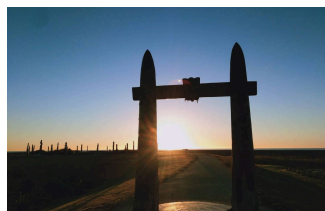
EE_07_eVito_private_jet.jpg
The eVito meets a private jet. Credit: Electric Executive.



EE_08_Te_Mata_Peak_dawn.jpg
Dawn from Te Mata Peak over the Heretaunga Plains. Credit: Electric Executive.



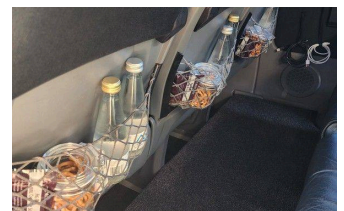
EE_09_BYD_Atto3.jpg
The electric BYD Atto 3. Credit: Electric Executive.



EE_10_Atea_a_Rangi_dawn.jpg
Te Ātea a Rangi star compass at dawn. Credit: Electric Executive.



EE_11_Hot_towel_service.jpg
Hot towel service on arrival. Web use only. Credit: Electric Executive.



EE_12_Local_water_and_figs.jpg
Local water and a Te Mata Figs bar. Web use only. Credit: Electric Executive.



ee-logo-horizontal-navy
Logo for light backgrounds. SVG and PNG.



ee-logo-horizontal-brass
Logo for dark backgrounds. SVG and PNG.



Logo_BoWT_2026.png
Best Of Wine Tourism 2026.



Logo_BoWT_2027.png
Best Of Wine Tourism 2027.



MEDIA CONTACT

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Brand colours: navy #1C2F5E · brass #B59A5B · ink #0E1526 · ivory #F7F5F0. Please do not recolour or redraw the logo. Qualmark Silver logo available on request.