



Global Electric Motorcars

A DaimlerChrysler Company

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Plug-in vehicles positioned as next big dealership opportunity at NADA

Las Vegas, Nev. - With increasing national interest in the research and use of plug-in and alternative fuel vehicles, attendees at the National Automotive Dealers Association (NADA) will be looking for ways to become leaders in this up and coming market.

“Nationally we are hearing more and more about plug-in and battery technology and how it may fit into the country’s transportation future,” said Rick Kasper, President and COO of Global Electric Motorcars (GEM). “This opens many new opportunities for auto dealers as we begin to reach out to the neighborhood electric vehicle market, especially. GEM vehicles are the leader in NEVs. We’ve been utilizing affordable battery technology and perfecting our design for a decade, and we’re excited for the chance to educate more dealers about the battery-electric opportunity.”

Today there are over 150 GEM dealers and more than 33,000 GEM vehicles on the road in the U.S. and internationally. They are used in settings such as city centers; planned communities; military bases; local, state and national parks; industrial developments; airports; and college and university campuses. Over the last decade, GEM has also dedicated a great deal of its resources to promoting legislation that makes neighborhood electric vehicles street legal in many states.

GEM battery-electric vehicles emit no tailpipe emissions and eliminate cold start emissions. Households with a NEV eliminate an average of two cold starts each day, saving the air from the ozone precursors that accompany each start.

Street legal in most states including Nevada, GEM vehicles have a typical driving range of 30 miles per charge. GEM vehicles plug into a standard 110-volt outlet.

In addition to their environmental friendliness, GEM vehicles are economical. “GEM vehicles cost just pennies a day to operate,” said Kasper. “Their cost of ownership is one third of their gasoline-powered counterparts, while their fuel-efficiency is eight times greater.”

Depending upon the area, consumers may receive incentives from air districts or other governmental agencies for the purchase of GEM vehicles.

Information on GEM electric vehicles is available at www.gemcar.com.

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Additional information and news from DaimlerChrysler is available on the Internet at:
www.media.daimlerchrysler.com.