



Global Electric Motorcars

A DaimlerChrysler Company

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## **GEM vehicles - a perfect fit for the relaxed resort lifestyle**

Marco Island, Fla. - Comfort. Convenience. Simplicity. These words could describe the relaxed resort island lifestyle - or the nifty vehicles increasingly moving people and their cargo from point A to point B. Collectively, they're called Neighborhood Electric Vehicles (NEV) and they are a perfect fit for the discerning resort island resident or guest.

The nation's leading manufacturer of NEVs, Global Electric Motorcars (GEM), produces vehicles that satisfy both halves of the brain. The elliptical passenger compartment turns heads, while the vehicle's cost and environmental friendliness leave drivers feeling like they didn't have to sacrifice fashion for practicality or green awareness.

GEM is experiencing a surge in demand for and use of their plug-in, battery-electric vehicles in island resort communities. Street-legal, safety-equipped and easy to use, GEM vehicles are ideal for local, around-the-town use.

"Watching the growth in the industry has been remarkable," said Rick Kasper, president and COO of GEM. "It's great to see NEVs, like our GEM vehicles, being used in island resort settings, as the two are a perfect match. The GEM vehicle is practical and versatile, making it an ideal vehicle for driving around the island, running errands, shopping or heading to the beach."

As a completely electric-powered vehicle, GEM owners never have to worry about filling the vehicle with gas; nor do they have to check engine oil or schedule oil changes and other routine maintenance required by a gas-powered vehicle. GEM vehicles can be recharged anytime; anywhere a 110-volt outlet is available.

In addition to their ease-of-use, GEM vehicles are economical, with cost of ownership at one-third of their gasoline-powered counterparts, Kasper stated.

Mike Harris, a resident of Marco Island, Fla., recognized the fit between NEVs and the island lifestyle. Located in the Gulf of Mexico, Marco Island is a self-contained destination island with only 24 square miles of land mass. Harris thought NEVs are so conducive to the lifestyle and environment of Marco Island that he and his business partner opened a GEM dealership on the island. They boast that it's the first automotive dealership of any kind on the island.

"When I saw a GEM vehicle for the first time, I knew they'd be a great fit for Marco Island," said Harris, co-owner of the GEM of Marco Island dealership. "The posted speed limit for every street on the island is 35 mph or less, which is ideal for GEM vehicles. In addition, because of the GEM vehicles' compact size, they can park anywhere, are easy to maneuver in the island's tight spaces, and are a kick to drive. Best of all, they're environmentally friendly, with no exhaust emissions. People here really care about those things. They want to keep their little piece of paradise as pristine as possible."

"GEM vehicles are great for the seasonal resident who wishes to have a second car," Kasper added. "They're a no-worry vehicle in many ways, from maintenance to charging. GEM vehicles are charged via a standard 110-volt outlet. With their 'Smart Charge' feature and main disconnect switch, seasonal residents can leave their GEM vehicles plugged in over a period of time. When they return, their GEM vehicles will be ready for them to jump in, turn the key, and go."

The GEM vehicle's eye-catching design doesn't just get you noticed; it's also good for safety. "Other drivers notice them," said Harris. "They're as tall as a mini-van, making them very easy to see."

As the number of GEM vehicles in island resort communities continues to grow, they'll be even tougher to ignore.

GEM vehicles were the first multipurpose NEV available for sale from a major automaker. With a top speed of 25 miles per hour, they are street-legal in most states and can be driven on roads posted at 35 miles per hour or less.

GEM vehicles meet all federal safety standards for Low Speed Vehicles, and are eligible for incentives and tax credits from clean-air districts and other governmental agencies. Today, more than 33,000 GEM vehicles are on the road in the United States and overseas.

Information on GEM battery-electric vehicles is available at [www.gemcar.com](http://www.gemcar.com).

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