



Global Electric Motorcars

A DaimlerChrysler Company

Media Release

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## **GEM applauds Earth Day participants and promotes continued efforts**

Fargo, ND - Global Electric Motorcars, a DaimlerChrysler company, is responsible for over 33,000 GEM zero-emission electric vehicles traveling city streets in the U.S. and abroad. In fact, over 150 million miles have been driven collectively by these vehicles.

This is an impressive milestone for anyone in the auto industry; for GEM it's just the beginning. While applauding Earth Day participants for their efforts and acknowledging the supporting role GEM dealers have played in numerous Earth Day events and promotions around their local communities, Rick Kasper, GEM President and Chief Operating Officer, was impressed by the dedication he's witnessed.

Recently GEM vehicles have logged major appearances at the National Mall on Capitol Hill, even an ABC Nightline News broadcast, and focused public attention on a transportation alternative that furthers green efforts.

Kasper drove his message home with the fact that every time someone makes the choice to use a GEM or other battery-electric vehicle, no harmful tailpipe emissions reach the air we breathe. "In the ten years GEM vehicles alone have been utilized around the world, the atmosphere has been spared over 100 tons of pollutants. And, over 7.5 million gallons of fuel resources have been spared," stated Kasper.

To promote and encourage continuous efforts to preserve the environment, GEM also released an Earth Day coloring program. By depicting how they help protect the Earth, children can earn \$500 for their favorite charity, school, or other organization. The program is being coordinated with GEM dealers around the United States, and submissions are being accepted from April 23-May 15.

"By helping area residents get into zero-emission GEM electric cars we're contributing to Earth Day every day. We are excited to learn how others in the community help protect the environment and want to celebrate those efforts," says Amy Hill, Ilderton dealer representative from Charlotte, North Carolina.

The coloring page can be downloaded at [www.gemcar.com](http://www.gemcar.com) in the Offers and Quotes section. Children, and people, of all ages are invited to color the GEM vehicle and provide an example of how they help preserve the Earth. Three \$500 prizes will be awarded in a random drawing to be held May 23.

Submissions should to be sent to: Global Electric Motorcars, Attn: Earth Day Program Manager, 1301 39th Street N, Ste 2, Fargo, ND 58102.

For more information about the contest or GEM, visit [www.gemcar.com](http://www.gemcar.com); for more information about DaimlerChrysler, visit [www.media.daimlerchrysler.com](http://www.media.daimlerchrysler.com).

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