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GEM promoting and hiring as neighborhood electric vehicle industry continues strong growth

Fargo, N.D. – Strong sales paired with growing international and national opportunities have spurred promotions and hires at Global Electric Motorcars (GEM).

A Chrysler company, based in Fargo, N.D., GEM recently hired two sales managers and promoted two others to regional sales manager roles.



Dana Brock, Randy Fuss, and Al McDougall at Global Electric Motorcars headquarters in Fargo, N.D. show a GEM e4 outfitted for security duty. It's popular choice for college campus and mall security teams.

“The interest in and use of the GEM line of vehicles consistently increases every year,” said Russ Kiefer, Director of Sales and Marketing. “Sales continue to grow in all our market segments. In fact we posted an all-time high for May unit sales this year. And, with relationships developing in other countries, including our neighbors in Mexico and Canada, there was a real need to grow in order to meet consumer demands.”

Al McDougall, Fargo, N.D., and **Lenny Szabo**, Lake Mary, Fla., earned the two regional sales manager promotions. Both work very closely with GEM’s network of over 150 dealerships across the United States recruiting, training, and providing support for sales opportunities.

“GEM has always been innovative and extremely customer oriented,” says McDougall. McDougall has held various positions at GEM for more than nine years. He brings a wealth of industry

knowledge to the dealer network, especially those new to the GEM experience.

McDougall’s region includes the Midwestern and Northeastern states, where he also works closely with GEM fleets to be used in locations such as college campuses, hospitals, and parks. “Once people understand just what a GEM can do for them or for their organization, they’re sold,” he adds.

After a lifetime in the car business, including several years as the manager of a Dodge dealership, Szabo joined GEM in 2004. In the Southeastern states, he enjoys applying this experience and sales know-how to a line of vehicles that are “as versatile as they are fun.”

Szabo’s region is experiencing growth in planned communities. “GEM is a perfect fit for so many of them,” says Szabo. The street-legal GEM “is the perfect choice when people live, work, and play in the planned community setting.”

Dana Brock is settling into his new position as a district sales manager with GEM after more than ten years of sales management experience with a Mercedes, Porsche, and Audi dealership. Brock brings with him a fresh dealership perspective with great appreciation for the front-line customer experience.

In the western states he manages, Brock also notes “there is tremendous growth for GEM in planned communities.” For Brock, it’s particularly interesting to witness new “green” support. “I like the direction the country is going,” he says. “People are looking to be more green as resources become more expensive and limited.”

National, state, and local governments are strong in their support of the GEM line of vehicles. **Randy Fuss** was brought to the GEM team as a sales manager for this special segment.

“Cutting edge technology, a top of the line product, and a home base in North Dakota,” says Fuss. “More than ample reasons to join GEM.” Fuss left a long-term position in the financial services industry to be a part of what he calls “a better cause.”

Also a National Guardsman with active duty experience, Fuss is well aware of the advantages GEM vehicles are bringing to the military in particular. He has found many government agencies and divisions across the country are looking for reliable utility vehicles that help cut costs and fuel consumption. “Government entities consume a lot of natural resources. Because they are 100% electric, GEM vehicles are ideal for helping them reduce the amount of fuels they’re burning,” says Fuss.

“With ten years in the NEV business, GEM continues to use its technological expertise and industry leadership to make a difference,” says Kiefer. “That’s a real driving force for the team here and it’s a rewarding experience.”

For more information about GEM, visit www.gemcar.com.

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