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NDSU Athletics Goes Gold and Green-er With Use of GEM Vehicles by Global Electric Motorcars

Fargo, N.D. --- Fast and efficient on the field refers not only to the players, but also to the GEM vehicles that will be whizzing along the sidelines during N.D. State University Bison football games and practices this fall.

Fargo-based Global Electric Motorcars and authorized GEM dealer, Lunde Auto Center, donated two all-electric 2007 GEM eL XD utility vehicles to the NDSU Bison athletics staff today during the football team's Bison Media Day.

The plug-in electric utility vehicles boast a six-foot bed, a hauling capacity of more than 1,400 lbs, and a mini-van like height that allows staff to haul equipment and even players comfortably and with style. Because GEM vehicles have zero emissions, they're ideal for both outdoor settings and indoor stadiums like the FargoDome.

NDSU sports medicine director Scott Woken says the GEM vehicles are a great complement to his work. "Because they are quiet and electric with zero emissions, they work really well on the sideline and on the field amongst all the student athletes. Functional, too, we can carry medical equipment, water and in some cases injured athletes in our GEM vehicles."

The versatility of the eL XD vehicles also makes them helpful to Bison equipment operations. "The flat beds let us transport gear from our equipment storage area to the practice field. They can handle any size load we need to transport," says Brian Gordon, NDSU athletics director of equipment operations.

"We are a proud sponsor of Bison athletics. GEM vehicles are a great fit for college campuses and athletic programs. We're delighted to support our hometown team with GEM vehicles," says GEM COO and president Rick Kasper.

GEM vehicles are used in college campuses, master planned communities, indoor arenas, malls and many other settings. Six different vehicle models range from two-seaters to six-seaters and utility vehicles. Entering its tenth year as the leading manufacturer of neighborhood electric vehicles, Global Electric Motorcars is a Chrysler company.

More information on GEM electric vehicles is available at www.gemcar.com.