



**Global Electric Motorcars**

A Chrysler Company

For immediate release  
August 27, 2007

**Contacts:**

GEM representatives will be available throughout the event for interviews, photo opportunities, and/or test drives:

Russ Kiefer  
701-866-7113

## **GLOBAL ELECTRIC MOTORCARS AND AARP JOIN FORCES**

***GEM is an “Official Sponsor” of AARP’s Life@50+™ Convention***

***“It’s Revolutionary!”***

Fargo, N.D. – In keeping with the “It’s Revolutionary!” theme, AARP and Global Electric Motorcars inked a pioneering sponsorship for the 2007 Life@50+™ annual conference being held in Boston, Massachusetts, September 6-8, 2007. As a first-time official sponsor, sporty GEM vehicles will be provided as “shuttles” for conference attendees. The arrangement demonstrates that AARP is intent on practicing what it preaches about creating “livable communities.”

“We like GEM cars because they are a good fit for our members and the communities they live in. GEMs are open and spacious, easy to drive, as well as fun and economical. And, being environmentally-friendly is a huge plus,” says Ernest “Chico” Redmond, director of the 2007 Life@50+™ conference. “That’s how we see GEMs making communities more livable. We are delighted to have their help in transporting our attendees at the convention with a sponsorship that demonstrates our shared commitment.”

GEM was recently recognized by WestStart-CALSTART with the prestigious 2007 Blue Sky Award for its positive impact in the state of California; there are nearly 14,000 GEM neighborhood electric vehicles in use in California. Global Electric Motorcars is particularly honored to receive this award as it launches its tenth anniversary celebration.

“GEM is especially proud to be joining forces with AARP in support of its members and their commitment to livable communities,” says Russ Kiefer, director of sales and marketing for GEM. “As GEM becomes the only zero-emission, low speed vehicle to reach the ten-year milestone, we’re looking toward the future and ensuring continued success with practical GEM models that improve the quality of life – both for the environment and the wallet.”

AARP CEO Bob Novelli and Boston Mayor Thomas Menino are planning to tour the convention floor in a GEM vehicle at the event’s kick-off. Mayor Menino is a signatory to the U.S. Mayor’s Climate Protection Agreement to meet the Kyoto Protocol standard of cutting greenhouse emissions by seven percent below 1990 levels by 2012. The city of Boston already has a number of GEMs used regularly by various departments, including local police.

In late September, the Massachusetts Legislature is scheduled to vote on a measure to allow NEVs to be street-legal in that state. Neighborhood electric vehicles are street-legal in 40 states and GEM has been an industry leader in advocating for their legalization.

The street-legal, safety-equipped NEVs provided by GEM will be the primary form of transportation for event attendees who may not be able to walk the enormous convention area. The GEM “shuttles” will run along multiple routes on the event floor. There will also be a GEM display booth where attendees can stop by and learn more about the low maintenance, economical, safe and fun GEMs.

### **About Global Electric Motorcars:**

A Chrysler company, Global Electric Motorcars (GEM), has nearly 35,000 neighborhood electric vehicles (NEVs) on the road nationwide being used by individuals, master planned communities, university and corporate campuses, and local, state and national government agencies, among others.

Global Electric Motorcars is a 10-year-old manufacturer of NEVs that are street-legal and have many of the same safety features of regular cars (such as three-point seat belts, automotive safety glass, and lights) – but are much more economical in price and fuel consumption. Global Electric Motorcars was the first to offer a multipurpose NEV for sale from a major automaker. Today, the company produces six fully electric vehicle models ranging from two-seaters to six-seaters to utility models.

GEM vehicles have driven a combined 150 million miles and spared more than 100 tons of pollutants from reaching the air, while saving 7.5 million gallons of gasoline. GEM vehicles are eligible for incentives and tax credits from clean-air districts and other governmental agencies. For more information, to build your own GEM, or to locate a dealer, visit [www.gemcar.com](http://www.gemcar.com).

### **About AARP:**

AARP's extensive research shows that older and middle-aged Americans share clear concerns about their futures: people want to live as independently as they can for as long as they can; they want active, purposeful lives as they grow older; they want to provide a better life for their children and grandchildren, not be a burden to them; they want the security, choices and control to help them fashion the best life possible for themselves and their families; and they want the country to be a better place than they found it. Meeting these needs and desires forms the foundation of AARP's agenda for social change.

AARP is also working to ensure that these changes are affordable for society, so that they are sustained and endure for future generations. AARP members highly value the organization's social activism. With 36 million members and hundreds of thousands of volunteers, AARP has the collective energy, commitment and power to improve the quality of life for everyone as they age. For more information, go to [www.aarp.org](http://www.aarp.org).

###