



For immediate release
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For more information, contact:
Russ Kiefer, GEM Sales & Marketing Director
Office: 701-446-
Or
Audrey Kelly, CWI Development
949-673-6025

Interview and photo opportunities:

GEM vehicles will be presented to South Brea Lofts residents at 11 a.m. Saturday on site at the 500 block of South Brea Boulevard between Elm and Alder streets.

New, modern living concept energized with electric cars from Global Electric Motorcars

Brea, Calif. - Ultra-modern living will be paired with the automotive trend of the future as residents in a new live/work development near downtown Brea take possession of their GEM neighborhood electric vehicles Saturday.

Each unit of the new 47-unit South Brea Lofts comes with an all-electric GEM vehicle manufactured by Global Electric Motorcars, a Chrysler company.

"GEM vehicles are the gold standard in electric vehicles, and they are perfect for the Brea Lofts concept," says CWI spokesperson Audrey Kelly. "Residents are over-the-top excited about the cars."

Luxury homebuilder CWI Development, Inc. designed and built the mixed-use development, which incorporates retail space along with residential lofts located on South Brea Boulevard between Elm and Alder Streets. Each unit comes with a customized car port with a 110-volt plug in for the GEM vehicle. Distributed and serviced by McPeck's Dodge of Anaheim, the two- and four-seat GEM vehicles are custom painted in the gold signature color of the development.

"We are thrilled to be a part of the lifestyle of the residents of Brea Lofts. The concept is great, the residents are entrepreneurial and the development is within a few miles of a rejuvenated downtown - all of these things make it a great place to drive a GEM," says Rick Kasper, GEM COO and President. With 80 percent of most car trips within 10 miles of home, GEM vehicles suit urban living, like that in Brea Lofts, very well, Kasper noted.

GEM was recently recognized by WestStart-CALSTART with the prestigious 2007 Blue Sky Award for its positive impact in the state of California; nearly 14,000 GEM neighborhood electric vehicles are in use in California, and 35,000 are on the road worldwide. Global Electric Motorcars is celebrating 10 years of manufacturing NEVs in 2008.

About Global Electric Motorcars

Global Electric Motorcars is a 10-year old manufacturer of neighborhood electric vehicles (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 locate a dealer visit www.gemcar.com.

About CWI Development and South Brea Lofts

Luxury homebuilder CWI Development Inc., has designed and built South Brea Lofts, a 47-unit project with 7,500 square feet of retail space located on South Brea Boulevard between Elm and Alder Streets. The Brea City Council agrees that South Brea Lofts will set the trend for the rest of the street south of Imperial Highway, and establish a new direction for South Brea Boulevard and the surrounding neighborhoods. The Newport Beach-based company has been creating successful development projects for 30 years. They are responsible for dozens of high-end projects, many of which include waterfront harbor homes in Newport Beach that have become a benchmark of success in the building industry. For more information about South Brea Lofts, visit www.southbrealofts.com.