



Global Electric Motorcars

A Chrysler Company

For immediate release: January 8, 2008

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Global Electric Motorcars highlights Special Edition Models and 10 years of Neighborhood Electric Vehicle innovation at 2008 NAIAS

Global Electric Motorcars (GEM), commemorating its tenth year anniversary, is showcasing its Special Edition e2, e4 and e6 models during the 2008 North American International Auto Show (NAIAS). Focused on trend-setting automotive design and technology, NAIAS runs from January 19-27 at the Cobo Center in Detroit, Mich.

Founded in 1997, GEM was acquired by Chrysler in 2000 - marking the first time a major automaker offered low-speed, street-legal, zero-tailpipe emission neighborhood electric vehicles (NEVs). Today, GEM is the market leader with over 36,000 GEM cars manufactured and distributed worldwide, with its customers having driven more than a combined 200 million tailpipe emission-free miles.

“Our customers range from a family of eight in Seattle to a warehouse foreman in Kentucky to a college campus grounds crew in North Carolina. All exemplify the lasting success an automotive-tested, reliable and innovatively-designed vehicle can provide over the course of time,” says Rick Kasper, GEM president and Chief Operating Officer. “We’re very proud of the past decade and are dedicated to continue offering battery-electric vehicles of the highest quality.”

According to Larry Oswald, GEM’s Chief Executive Officer and Director of Chrysler’s GEM and Electric Vehicle Product Team, GEM anchors the small vehicle end of Chrysler’s green vehicle portfolio, a connection that allows GEM to benefit from Chrysler’s vast automotive expertise.

“For example, GEM is currently very interested in new battery technologies being investigated by the Advanced Vehicle Engineering group at Chrysler. GEM will incorporate these technologies once they are fully proven to be affordable for our customers,” Oswald says.

GEM’s new Special Edition models offer a high output electric-drive package with aggressive regenerative braking, premium, Ultraleather™ two-toned seats, an advanced four-spoke leather-grain steering wheel, infinite-position tilt steering, deluxe carpeted floor mats, a custom Glacier Blue metallic color, new chrome headlight bezels, chrome front and rear bumpers and chrome emblems.

GEM vehicles will be on display within the Chrysler green vehicle display area on the main floor and on the lower level of the Cobo Center throughout the NAIAS. For more information about GEM, visit www.gemcar.com. For more information about NAIAS, visit www.naias.com.

[About Global Electric Motorcars \(GEM\):](#)

A Chrysler company, GEM has manufactured and distributed over 36,000 neighborhood electric vehicles (NEVs) worldwide that are being used in master planned communities, university and corporate campuses, and local, state and national government agencies.

GEM has been producing street-legal NEVs for 10 years. GEM vehicles 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 multipurpose NEVs for sale from a major automaker. Today, the company produces six battery-electric vehicle models ranging from two-seaters to six-seaters plus three utility models.

GEM recently was recognized by WestStart-CALSTART with the prestigious 2007 Blue Sky Merit Award for its positive impact on air quality in the state of California, where nearly 14,000 GEM vehicles are on the road.

GEM vehicles have driven a combined 200 million miles and have spared over 150 tons of ozone forming tailpipe pollutants from reaching the air, while saving nearly 10 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.

The 2008 North American International Auto Show

Entering its 20th year as an international event, the North American International Auto Show is among the most prestigious auto shows in the world and is one of the largest media events in North America. The Press Previews will be held Sunday, Jan. 13 through Tuesday, Jan. 15. The Industry Preview will be Wednesday, Jan. 16 and Thursday, Jan. 17, and the annual black-tie Charity Preview will be held Friday evening, Jan. 18. Public Days will be held Saturday, Jan. 19 through Sunday, Jan. 27. For more information go to www.naias.com.