

## NEWS FROM BARNETT ELLMAN

### FOR IMMEDIATE RELEASE:

#### Contact:

Tyler Barnett at Barnett Ellman PR

Ph. 323.937.1351

[Tyler@barnettellman.com](mailto:Tyler@barnettellman.com)

Or,

Tamara Johnson at Global Electric Motorcars

Ph. 701.446.0144

[tjohnson@gemcar.com](mailto:tjohnson@gemcar.com)

Or,

Candace Fitzsimons at Bay Harbor Foundation

Ph. 231.439.2700



### Electricity is in the Air at the 2009 Bay Harbor Festival

#### Bay Harbor Parade to Showcase Over 200 GEM Battery-Electric Vehicles

**Fargo, ND – June 22, 2009** – Nonprofit Bay Harbor Foundation and electric automaker Global Electric Motorcars are set to champion clean driving at the Bay Harbor Vintage Car and Boat Festival on Friday, June 26 at 7 p.m. EDT. As an annual fundraising effort that draws 8,000 – 10,000 spectators, the Bay Harbor Festival focuses on eco-driving this year by featuring old and new electric vehicles in its highly anticipated parade. Predicted to be the world's biggest display of electric vehicles, the parade anticipates a line-up of over 200 zero-emission GEM cars as well as other electric automobiles.

The Bay Harbor Festival has themed this year's event "*Electric Atmosphere*" to celebrate the benefits of green transportation in the Bay Harbor community. As the nation's first resort community to fully integrate the use of GEM battery-electric vehicles, Bay Harbor is a longtime advocate of environmentally sound transportation solutions. Proceeds from the festival will help fund grants for local health and human service programs, as well as environmental, arts, and educational organizations in Northern Michigan. The Bay Harbor Foundation hopes that the parade's impressive line-up will set a Guinness World Record for the longest parade of electric vehicles.

For Bay Harbor residents, making the switch to clean driving has been good for the environment *and* convenient – nearby dealership Fox Motors in Charlevoix has sold roughly two-thirds of all the electric cars in the community. Much more economical in price and fuel consumption than traditional automobiles, GEM cars drive the equivalent of 150 miles per gallon, or two cents per mile. To date, GEM cars have been driven over 300 million emission-free miles, saving over 15 million gallons of gas, and preventing over 180 tons of ozone-producing pollutants from reaching the air.

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“Bay Harbor is a wonderful example of a community embracing transportation solutions that are both green *and* smart,” says GEM President and COO Rick Kasper. “We’re thrilled to be participating in the Bay Harbor Foundation’s parade and hope it inspires others to adopt clean driving as a way of life.”

### **About The Bay Harbor Foundation:**

In December 2003, a group of Bay Harbor Property owners, business owners and employees who wanted to make Northern Michigan a better place came together to address their desire to channel charitable efforts through what became the Bay Harbor Foundation. The mission of the Bay Harbor Foundation is to provide assistance to nonprofit cultural, educational, environmental, health and human service organizations throughout Northern Michigan. For more information on the Bay Harbor Foundation, please contact Candace Fitzsimons at 231.439.2700.

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

As a wholly owned subsidiary of Chrysler Group LLC, Global Electric Motorcars has been the market leader in the low-speed, Neighborhood Electric Vehicle (NEV) industry for the past 11 years and has more than 40,000 GEM battery-electric vehicles on the road worldwide. GEM cars are used by local, state and national government agencies, resorts, master planned communities, universities, medical and corporate campuses, as well as by sports teams, taxi-shuttle services, and individuals consumers.

The six GEM passenger and utility models are legal on most streets posted 35 mph or less and have many of the same safety features of regular cars, but are much more economical in price and fuel consumption. GEM cars are eligible for incentives and tax credits from clean-air districts and other governmental agencies.

To date, GEM cars have been driven more than 350 million emission-free miles and have saved more than 16 million gallons of gasoline. They have also prevented more than 180 tons of ozone-producing pollutants from reaching the air.

For more information, to price your own GEM car or locate a local dealer, visit [www.gemcar.com](http://www.gemcar.com) or contact Tyler Barnett at 323.937.1351 or [tyler@barnettellman.com](mailto:tyler@barnettellman.com).

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