

# GEMDiscovery

*A New Road to Clean and Energy Efficient Transportation*

## THIS TIME

Renting GEMs in Santa Cruz

New Sales Tools Getting Attention

Innovative GEM Displays, Promotions

GEMs on United Airlines Video

## COVER STORY

### Official Business!

GEMs get the attention  
of Police, Security, and  
Fire Departments...



# Official Bus

**“We want as many of these GEMs as we can get. They’re won  
At events they get easily in and out of crowds.” - Sgt. Mark**

## Behind the Sale

Beverly McLenithan is the reason why Temecula has its GEMs. McLenithan, in charge of GEM sales at Norm Reeves Chrysler Jeep in that city, was motivated enough to head out to the department and show them the vehicle they “had to have.” And they bought it. Then, so did the city’s fire department. McLenithan, described as an indefatigable dynamo, has a truck and trailer she uses for taking her GEM to all city events, something that must be working because people around town are getting used to seeing her. Hers is the GEM that recently drove dignitaries around the ring at a Dodge-sponsored rodeo, and hers is also the one that will be in the Christmas Parade...never missing a beat.

This concept fire truck shows how upfitters can successfully adapt GEMs for specialty uses.



**I**t moves silently along its appointed rounds looking for anything out of place, never giving itself away with the muffled sound of internal combustion, the whirring of fans, or really any sound at all. Stealth at work.

Nimble picking its way amid large crowds, the four-wheeled vehicle makes best use of its small stature by negotiating safely where larger vehicles simply cannot go. Size matters.

What is it? The GEM neighborhood electric vehicle, a car with a small footprint that’s making big strides toward changing the way we think about local transportation and, in this case, emergency services.

## A Case in Point

In the Southern California city of Temecula, Sgt. Mark DiMaggio of the Temecula Police absolutely loves his GEM. Actually, it’s not really *his* GEM since it belongs to the department, but DiMaggio thinks of it as his own.

“The GEM is incredible,” DiMaggio says, “and it provides really great public relations opportunities for us.”

Not one to pass on the many opportunities available to promote the department’s use of the high-profile GEM, DiMaggio has been showcasing the vehicle at an average of two events per month in front of crowds of 30,000 to 50,000 people. It has been seen at the city’s annual Rod Run car event, Balloon and Wine Festival, Tractor Race, and the Race for the Cure. During the Race for the Cure, the GEM was used for both public relations and for transporting event workers to comfort and refreshment



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DiMaggio, Temecula Police Department



breaks. The city's Christmas Parade will also prominently feature the GEM.

DiMaggio looks forward to the first presentation of his vehicle to the high school during an upcoming Safety Expo, a venue that allows the police and fire departments to show off their "toys" to the public. In addition to the GEM owned by the police department, the city's fire department will also have its red GEM utility vehicle on display.

"We want as many of these GEMs as we can get," comments DiMaggio. "They're wonderful and go where our other vehicles can't. At events they can get easily in and out of crowds."

The high profile police GEM is used for checking on local merchants and is often parked in front of the department's storefront station in Old Town Temecula. It's the center of attention and generates plenty of

questions and positive comments.

DiMaggio is quick to point out that he enjoys his role as promoter



Shown here: Temecula Police and Fire Department GEMs.

for the department's GEM. He says he recommends it to any police department and envisions the day when many departments will have their own GEM fleets for public relations, traffic and crowd control, and parking enforcement.

## ***An Important New Resource for GEM Sales***

Welcome to the inaugural issue of *GEM Discovery*, the GEM dealer newsletter from DaimlerChrysler. The primary aim of this publication is to provide dealers and sales personnel with background, support, and ideas to help bolster sales and make the GEM the vehicle of choice for neighborhood transportation.

It's encouraging to note the level of interest shown wherever a GEM is seen on the street. We have reports from owners who say they're often deluged with questions from curious onlookers whenever they're stopped, and it's common to get waves and thumbs-up signs while driving. People *like* the GEM.

The concept of neighborhood electric vehicles (NEVs) is still new enough that these small, nimble vehicles are considered an oddity. But that's a good thing because the attention GEMs are generating is overwhelmingly favorable, both on the street and in industrial uses. As fleet managers and the public become more aware of NEVs - how fun they are to drive, their low acquisition and operating costs, and how practical they are for around-town travel - this form of personal transportation is going to catch on in a big way.

*GEM Discovery* will regularly share success stories, case studies, and ideas to help increase GEM dealers' sales and market successes. DaimlerChrysler is the first major automaker to make an NEV available to the public and is committed to remaining the leader in this segment.

# New GEM Sales Tools Capturing Attention



An array of colorful collateral materials is now available for order from GEM. Produced by Green Car Marketing & Communications, the brochures, one-sheet flyers, and other materials are designed to aid dealers in reaching potential fleet buyers and consumers.

The new materials include a tri-fold image brochure, full line brochure, individual one-sheets on each of the four GEM models, and a one-sheet covering all models. An accessories catalog is in the works.

One of the most useful of the new sales materials is a dealer pocket guide that provides a quick overview of a GEM's features and its many benefits. Not only does the guide slip easily into a salesperson's pocket for easy reference, but it also serves as a great handout for potential customers and at events. They store handily in a GEM's glove box and a half-dozen slip readily beneath a windshield wiper, providing the curious with a quick reference when a GEM is parked.

For more information about GEM's classy new collateral materials, contact Amy Borkenhagen at GEM in Fargo, North Dakota at (888) 871-4367.

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## Innovative Displays Drive Showroom Traffic

Well-designed displays attract attention, whether we're talking a department store display window or an auto dealer's showroom. In the case of GEMs, though, an appealing display doesn't fully do justice to these vehicles' potential for attracting attention if the display is out of view. Positioning a grouping of GEMs front-and-center where they can be seen from the street serves to bring potential buyers to the showroom. Simply, the unique appearance of a GEM often prompts passers-by to give a second look and stop to satisfy their curiosity.

As part of their sales effort, dealers will often bring GEM demos to community events and other public functions. This is a scenario in which signage is truly important. Like the vinyl windshield graphic shown above, using signage on a GEM means you'll not only attract attention to the unique neighborhood electric vehicle being shown or driven, but drive traffic to the dealership as well.

Major metropolitan areas typically have firms that specialize in vinyl graphics for businesses and vehicles. Such services are also found online, such as at [eDecals.com](http://eDecals.com).



## *Rent a GEM in Santa Cruz*

Those visiting the coastal town of Santa Cruz, California can now take in more of the area's sights thanks to a new company called Street Surfers. Owners Jay and Susie Kilby, who began their business this past July, rent GEMS by the hour or by the day.

Relatively new transplants to Santa Cruz after two decades of work in the Silicon Valley area, the couple saw the opportunity to start a business that captured the enthusiasm of this ecologically minded town. They quickly developed a marketing plan, purchased five GEMS (including two four seaters), and opened for business. The GEMS rent for \$40 per hour or \$125 per day, with this pricing including liability insurance and tour maps.

Street Surfers is right around the corner from the Boardwalk and shares space with an electric bike and motor scooter rental business. The Kilby's have dubbed it "the electric corner."

Because they had rented similar vehicles at such vacation destinations as Bora Bora and Hawaii, they expect the GEMs to work well in a vacation destination city that has a culture for electric vehicles. In addition to tourists, they believe that the vehicles are ideal for company outings.

Maintenance costs will, of course, be very low in the GEMs, and the Kilby's are estimating that the cost to charge each vehicle will be about \$6 per month.



### ***GEMs, Big Dogs on Parade***

Although mailmen may still be wary of dogs, at least one brand of vehicle has been unofficially taken off the canine chase list. That vehicle is the GEM, which was well received as a participant in the 7th Annual Big Dog Parade held in Santa Barbara, California, an internationally known resort city. The neighborhood electric vehicle also served as transport for several pooches, which discovered that a parade could be much more fun while waving paws at the crowd from the comfort of a GEM.

GEMs have been participants in many public events, and over the past several years dealers have found parades to be excellent venues for getting GEMs in front of thousands of people. Significant retail sales to the public and fleets can be achieved with the right kind of visibility, and events like this season's upcoming Christmas parades promise to be among the most high-profile avenues to gain exposure for GEMs and GEM dealers.

### ***Popular Swivelpak Redesigned***

One of the handiest features found on a GEM is its easy-to-use Swapak latch system for rear-mounted modular accessories. The most popular of these accessories is the Swivelpak, a detachable and lockable fiberglass storage container that's perfect for stowing gear, tools, a briefcase and files, or groceries.

This accessory has now been redesigned for even more convenient use. The new Swivelpak features a lid that lifts upward rather than pivoting downward like the previous model. A hydraulic support keeps the lid in place while open. The Swivelpak, which measures 32" wide by 15" high with a depth of 21," offers a release handle with a keyed lock for keeping belongings secure.





## ***Clean Car Meets Renewable Energy***

It's evident that GEMs emit no tailpipe emissions because, for one thing, they have no tailpipe! That's just one of the reasons why electric vehicles like the GEM are ideal for use in a variety of applications, especially in areas where air quality is a real issue.

Recharging a GEM requires little electricity, which allows GEM owners to drive around town for just pennies per mile. Even large numbers of GEMs won't place a significant drain on the electrical grid since they consume such modest amounts of energy and, for the most part, will typically be charged at night during off-peak hours when electrical power is in abundant supply.

There's just something about an electric vehicle that drives some folks to go the extra environmental mile. In some instances that mile takes them to purveyors of green energy, where they can sign up for household electricity produced by low- or zero-emission sources such as wind, solar, or geothermal. Others go the more direct route by equipping their homes or offices with photovoltaic arrays and storage batteries that allow recharging off the grid. Zero emission power and a neighborhood electric vehicle equal a powerful combination and a very positive environmental statement.

Shown here is John Ewan of Pacific Energy Company with a photovoltaic array his company often shows at public events. The solar display and GEM were introduced at an environmental event and the marriage seemed a natural.



## ***GEM Video Airing on United Airlines***

A 90 second video news release featuring GEM neighborhood electric vehicles is airing on United Airlines flights as part of a *Profiles in Innovation* series during the month of November. The video shows passenger and utility GEM models going about various everyday activities around the city of San Luis Obispo, California, in scenes that typify many downtowns across the nation. It will be shown on the United Entertainment Network, which is typically broadcast on 327 video-equipped aircraft and viewed by a potential audience of over 2.7 million passengers.

The video presentation was produced by Osiris Entertainment of Deerfield Beach, Florida, and shot by Aspect Media Factory of San Luis Obispo. Project coordination was handled by Green Car Marketing & Communications, also of San Luis Obispo.



## Global Electric Motorcars, LLC

A DaimlerChrysler Company

3601 7th Avenue NW  
Fargo, ND 58102

Phone: 888.871.4367 or 701.232.2500

Fax: 701.232.0600

[www.gemcar.com](http://www.gemcar.com)

