

National Drive Electric Week, Sept 10-18, 2016, is a national event that takes place in over 100 U.S. cities. Organized by EV and PHEV owners, the events demonstrates the availability and advantages of all-electric (EV) and plug-in hybrid vehicles (PHEV). Events are held to inform and encourage the public to experience, buy or lease plug-in electric vehicles. National sponsoring organizations are Plug-In America, Sierra Club and Electric Auto Association.

The Blue Ridge EV Club (BREV Club), Asheville Outlets, Land of Sky Clean Vehicle Coalition and Southern Alliance for Clean Energy (SACE) are the local organizing team for the Asheville/WNC area. <https://driveelectricweek.org/event.php?eventid=644>

This FREE public event will be held on Sunday, September 11 (Noon-4 pm) at the Asheville Outlets mall (I-26 exit 33). See attached Event Map.

Event Overview:

- Local Dealers with EVs & PHEVs on display (optional: give drives/rides)
- 70% sidewalk sale in the mall.
- **Public rides in electric vehicles on the Asheville Outlets perimeter road.**
- **Local owners display their cars, answer questions and discuss their EV experience with the public.**
- Information tent to register visitors & drivers and distribute information on EVs, *available production cars, charging stations, etc.*
- 4 Level 2 charging stations, 2 DC Quick Chargers and 10 Tesla Superchargers
Proceeds to benefit non-profit Southern Alliance for Clean Energy and Electric Auto Association-Blue Ridge EV Club Chapter.

EV & PHEVs Dealership Participation Options:

- Rent EV/PHEV car display space includes booth space in mall commons:
(see attached for spaces)

Sept 3-11 (week prior and day of event): \$300 for one car, \$500 for two.

Sept 10-18 (National Drive Electric Week): \$300 for one car, \$500 for two.

Sept 11th only (must bring car in by 9:00 am) \$200 for one car, \$300 for two.

You can choose one week, two weeks or just the day of the event.

- Dealership will provide salesperson(s) on Sept 11th during noon to 4pm hours of the show.
- Since owners will be giving rides in their cars it is optional for dealers to provide rides in their vehicles.
- Communicate event through dealership advertising and social media venues
- Provide items to give away to riders and potential customers.
- Dealership dedicated e-blast to EV customers & prospects

Blue Ridge EV Club and Partners Responsibilities:

- Club members (EV owners/drivers) will be onsite to discuss their personal plug-in electric vehicle experience and provide rides.
 - We will staff the event, provide signage and directions.
 - Attendees will be registered via the national website.
 - The Asheville Outlets, SACE and BREV will conduct a Media/PR/Social Media Campaign Management.
 - Flyers and posters will be distributed throughout the area (farmer's markets, car shows, etc.)
 - **Co-captains: Joe Baum 828-645-1412, Rudy Singh 828-505-9517**
 - **Asheville Outlets Marketing Director: Tammy Cox, 828-333-6282**
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- To reserve spaces please contact Joe Baum 828-645-1412 or Rudy Singh 828-505-9517 and make the check to: "Asheville Outlets". In the Memo field: "Drive Electric and if possible state the space you would like". So that we can confirm the participants, have the check ready by Friday, August 19th and call for pick up or mail to:

Asheville Outlets - Management Office
c/o Tammy Cox, Suite 810
800 Brevard Road
Asheville, NC 28806