

## **Bill Cabral Named GEM 2007 Dealer of the Year**

Top Accolades for #1 GEM Dealer in America

May 7, 2008, San Francisco - Bill Cabral of Cabral Chrysler Jeep of Manteca, Calif., has been named the 2007 Dealer of the Year by Global Electric Motorcars, a Chrysler company ([www.gemcar.com](http://www.gemcar.com)). This is the company's highest accolade for excellence in sales, service and support for GEM vehicles.

The Dealer of the Year award pays tribute to outstanding GEM car dealerships, and Cabral Chrysler Jeep was recognized for this distinction out of 152 dealerships across the U.S.

"GEM's Dealer of the Year recipients represent our company's commitment to excellence," said Rick Kasper, President and COO of GEM. "In honoring Bill Cabral, we recognize that he shares that commitment to serving our customers and has reached the pinnacle of success in our dealer network."

Bill Cabral opened his award-winning dealership in Manteca, Calif., in 1957 and started selling GEM cars when they first appeared on the market in 2001. A family-owned and operated business for more than 50 years, Cabral's son, Don Cabral, works alongside his father, and Cabral Chrysler Jeep has become an integral part of the community. The dealership's involvement includes many charitable events benefiting schools and families, including Ray of Hope, which assists children in distress.

"Selling GEM cars is a win-win-win proposition. Eco-friendly and economical, GEM cars are great for the environment, great for the customer and great for our business," said Cabral. "Today, GEM sales in California and our surrounding regions are increasing as customers become more aware of the cost and environmental benefits of driving a GEM and as they see their friends driving them."

Cabral's high level of customer service is reflected in his business performance, where 90 percent of their GEM sales are generated by referrals and repeat customers, according to Cabral.

"We take pride in training our sales and service teams well so they can provide superior service," Cabral said. "And it shows in the number of GEM customers who keep coming back and who refer us to their friends and family members. Service sells."

### **About Global Electric Motorcars (GEM)**

A 10-year-old Chrysler company, GEM has manufactured and distributed more than 36,000 neighborhood electric vehicles (NEVs) worldwide that are being used by local, state and national government agencies and on resorts, master planned communities, and university, medical and corporate campuses.

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, with lifecycle costs about one-third that of a gas-powered vehicle. 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 (and counting).

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

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