

### **GEM Offers \$500 Discount on Electric Cars to AARP Members**

GEM says "Happy 50th Birthday" to AARP with a "Monumental" Discount at Life@50+ AARP's National Event & Expo in D.C.

September 2, 2008, Washington, D.C. - Especially in this time of high gas prices, Global Electric Motorcars (GEM), a Chrysler company, is pleased to offer a \$500 discount on their 100% battery-electric GEM vehicles to AARP members at AARP's 2008 Life@50+ and 50th Anniversary Celebration in Washington, D.C., Sept. 4-6, 2008. The theme for the conference is "It's Monumental."

In addition, recognizing the value of these gas-free electric vehicles to their members, Global Electric Motorcars is providing GEM cars as "trolleys" for attendees to this annual conference for the second year in a row. This demonstrates AARP's commitment to creating "livable communities" and GEM's commitment to the 50+ community nationwide, many of whom currently drive GEM cars around their own neighborhoods.

"GEM cars were such a big success last year that we definitely wanted to bring them back to the Life@50+ event, especially with gas prices taking a big bite out of our members' budgets," said Ernest "Chico" Rosemond, director of sponsorships and exhibits for the 2008 Life@50+. "We appreciate GEM offering a discount to AARP members, because the GEM cars are a great fit for them and their communities."

"We had a great time at this AARP event last year and are delighted they invited us back for their 50th Anniversary celebration this year," says Rick Kasper, President and COO of Global Electric Motorcars, "To ease the burden of high gas prices, we wanted to say 'Happy Birthday' to AARP in appreciation for the many members who currently drive GEM cars in their neighborhoods."

GEM cars are neighborhood electric vehicles used by consumers, corporate and college campuses, sports teams, master-planned communities, city governments, federal government agencies, the U.S. military, and resorts across the U.S. and internationally. The six GEM 100-percent, battery-electric passenger and utility models are manufactured by Global Electric Motorcars, a 10-year-old Chrysler company, and produce no tailpipe emissions; they are eco-friendly, economical, versatile, safe and fun to drive.

In the Washington, D.C., area, GEM cars are used by the Washington Nationals baseball team in their first-in-the-nation LEED-certified ballpark, the national parks and memorial grounds, the U.S. Naval Academy, University of Maryland, "On the Fly" mobile food kiosks and the U.S. Capitol, among others.

To obtain the discount, AARP Life@50+ attendees must sign-in at the GEM booth (# 3613) to receive a coupon. The GEM coupon entitles the bearer to receive a discount of \$500 off the manufacturer's suggested retail price of any 2008 GEM vehicle when they present a valid AARP membership card at the time of purchase, from Sept. 4, 2008, to Jan. 2, 2009.

The street-legal, safety-equipped NEVs provided by GEM will be the primary form of transportation for event attendees around the enormous convention area, accessible at "trolley stops." There will also be a GEM exhibit booth along the "trolley path" where attendees can stop by, see more GEM cars, and learn about the low maintenance, economical, safe and fun GEM neighborhood electric cars.

In addition, Joan Michelson, Marketing Manager of Global Electric Motorcars, will give two presentations at Life@50+, on Friday, Sept. 5 and Saturday, Sept. 6 at 2:45 p.m. (same time both days) on the Monument Stage, or go to [www.gemcar.com](http://www.gemcar.com) for more information.

Chrysler LLC, the parent company of GEM, is a platinum sponsor of AARP's 2008 Life@50+ event for the first time, and also has an exhibit booth at the show on the "trolley path" with Chrysler vehicles and is making a special offer to AARP members.

Being held in Washington, D.C., on Sept. 4-6, 2008, at the Walter E. Washington Convention Center, the 2008 AARP

member event features noteworthy speakers and entertainment, including Maya Angelou, Dr. Laura Berman, financial editor of "The Today Show" Jane Chatzsky, Shirley McLaine, Judy Collins, Cal Ripken Jr., Natalie Cole and Paul Simon, in addition to the exhibit floor and presentations.

**About Global Electric Motorcars (GEM)**

A 10-year-old Chrysler company, GEM has more than 37,000 neighborhood electric vehicles on the road worldwide used by local, state and national government agencies, and on resorts, master planned communities, and university, medical and corporate campuses, as well as by sports teams and individuals.

GEM is a winner of the prestigious 2007 Blue Sky Merit Award from WestStart-CALSTART. GEM vehicles are eligible for incentives and tax credits from clean-air districts and other governmental agencies. For more information, to arrange a test drive, build your own GEM and/or locate a dealer, visit [www.gemcar.com](http://www.gemcar.com) or call Joan Michelson at 702.806.3690 (cell).

**About AARP**

AARP is a nonprofit, nonpartisan membership organization that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. We produce AARP The Magazine, the definitive voice for 50+ Americans and the world's largest-circulation magazine with over 34 million readers; AARP Bulletin, the go-to news source for AARP's 39 million members and Americans 50+; AARP Segunda Juventud, the only bilingual U.S. publication dedicated exclusively to the 50+ Hispanic community; and our Web site, [AARP.org](http://AARP.org). AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands.

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