



"Journey of the Electric Car" Event to Kick-Off Electric Vehicle Usage Study in the Triangle

(Raleigh, N.C. — January 24, 2012) Advanced Energy, a nonprofit organization with expertise in understanding, planning for and implementing electric transportation, is excited to announce the Triangle's *"Journey of the Electric Car"* Kick-Off Celebration to be held on January 28, from 12 to 2 p.m. at the North Hills Shopping Center in Raleigh, N.C.

The Triangle's *"Journey of the Electric Car"* Kick-Off Celebration follows the recent dedication of North Hills' two public electric vehicle charging stations, and will mark the completed delivery of 40 Nissan LEAF Plug-in Electric Vehicles (PEVs) to individuals that have purchased these vehicles through financial incentives from the American Recovery and Reinvestment Act (ARRA) offered through the North Carolina State Energy Office funded program (N.C. Department of Energy Award Number DE-EE0000157). This event also serves as the kick-off event for Advanced Energy's two-year PEV Usage Study. Participants in the PEV Usage Study are also employees of select Triangle area workplace clusters, some of which have participated in the ARRA-funded Blue Skies Corporate Campus program offering financial incentive for installation of workplace charging stations. Advanced Energy also administers the Blue Skies Corporate Campus program in cooperation with the Triangle J Council of Governments (TJCOG).

"Our event is a major milestone for American Recovery and Reinvestment Act (ARRA) funded programs," says Jeff Barghout, director, Electric Transportation, Advanced Energy. "The ARRA funding is enabling a privately funded study on PEV usage and charging behaviors. The study is unique because of the level of detailed data that will be captured and because it will be focused on workplace clusters and primary usage corridors."

The kick-off celebration will honor participants in the study with a luncheon provided by Leith Inc., before the event starts. Barghout will then present an overview of PEVs and what they mean to North Carolina at 12:30 p.m. Leith Nissan will conduct Ride and Drives during this time, allowing the public a chance to test drive the all-electric Nissan LEAF. In addition to a display of PEVs, Advanced Energy's technical staff will also be available to answer questions about owning and operating PEVs.

Schneider Electric, a global specialist in energy management, who generously is providing its EVlink™ Outdoor Electric Vehicle (EV) charging stations during the event, will also be on hand to answer questions about charging stations. North Hills, owned and operated by Kane Realty Corporation, is providing the event space, preferred parking for the study participants, and signage for the event.

About the PEV Usage Study

The ARRA vehicle purchase incentive funding encouraged the 40 individuals to purchase an all-electric vehicle and become a participant in a unique two-year PEV usage study. The incentive funding garnered interest from not just early adopters, but also enabled people that may not have ordinarily purchased a first generation PEV to participate in the program. A sampling of the information that will result will quantify the change over two years of:

- Driving patterns;
- Charging patterns;
- Driving styles;
- Range anxiety/confidence;
- Impact of workplace clusters; and
- Impact of focused workplace outreach.

North Carolina is seen as one of the "hot spots" for electric vehicle adoption – which helps to achieve President Obama's goal of having one million electric vehicles on U.S. roads by 2015.

About Advanced Energy

Advanced Energy is bringing energy efficiency solutions to your home, your workplace, the places you go and the vehicles you take to get there. As a Raleigh, N.C.-based non-profit, we work with utility partners, government, municipalities, businesses, academia and builders to help people focus on energy efficiency. While the majority of our work in delivering testing, training and consulting is centered in North Carolina, we have clients throughout the U.S. We provide high-quality solutions through a systems approach that includes non-energy benefits. In addition to plug-in electric transportation, we also focus on program areas such as residential retrofit, new residential construction, motors and drives, renewable energy and industrial and commercial buildings. For more information, visit AdvancedEnergy.org.

About Nissan North America

Nissan first came to the United States to sell vehicles in 1958 and began importing and making Datsun vehicles in the United States under the Nissan Motor Corporation, U.S.A. (NMC), name in 1960. In 1990, Nissan North America Inc. (NNA), was created to coordinate all of Nissan's various activities in North America to enhance the design, development, manufacturing, and marketing of Nissan vehicles. In 1998, the two organizations merged operations under the Nissan North America, Inc., name. NNA's mission is to provide all Nissan and Infiniti employees and dealers with the tools they need for constant improvement and consumer satisfaction. Headquartered in Franklin, Tennessee, NNA coordinates all operations in the United States, Canada, and Mexico including automotive styling, consumer, and corporate financing and engineering.

The Nissan LEAF, a 100% electric, zero gas, zero tailpipe vehicle, has now been available for one year with more than 19,000 owners and 32 million gas-free miles worldwide. For more information, visit Nissanusa.com.

About Schneider Electric

As a global specialist in energy management with operations in more than 100 countries, Schneider Electric offers integrated solutions across multiple market segments, including leadership positions in energy and infrastructure, industrial processes, building automation, and data centers/networks, as well as a broad presence in residential applications. Focused on making energy safe, reliable, and efficient, the company's 110,000 plus employees achieved sales of more than \$26 billion in 2010, through an active commitment to help individuals and organizations "Make the most of their energy." For more information, please visit schneider-electric.com/us.

About North Hills

North Hills, a mixed-use multi-block district known as Raleigh's Midtown, is the recipient of numerous awards and accolades for its pedestrian-friendly and sustainable design, which has made it one of America's premier in-fill developments. Centrally located at the corner of one of Raleigh's main thoroughfares and the I-440 beltline, North Hills is a 100-acre destination of sophisticated living, luxury hotel rooms, class A office space, senior living, green space, a 14-screen movie complex and entertainment venues, premier dining, salons and day spas, high-end boutiques, national retail, and a state-of-the-art 60,000 square foot athletic club. For more information, please visit NorthHillsRaleigh.com.

About Kane Realty Corporation

Focused on the development and management of retail, office, residential, senior living and mixed-use properties of the highest quality, Kane Realty Corporation is dedicated to the goal of creating irresistible places where people will naturally want to gather. Through concern for smart growth and meticulous attention to detail in every aspect of the property from design to management, Kane's mission is to build places that improve the quality of life of their businesses, their employees, residents and visitors. For more information, please visit Kanerealtycorp.com.

###