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## **ELECTRIC VEHICLES OFFERED TO BLAINE COUNTY RESIDENTS AT A HUGE DISCOUNT**

*Free educational event will be held on April 6 from 6 – 7:30pm at the Limelight Hotel*

**KETCHUM, IDAHO** – March 22, 2016 –Blaine County residents will have access through the end of May to discounts of roughly \$10,000 off the Nissan Leaf, 7.5 percent off the Chevrolet Volt, 7 percent off the BMW i3, and 6 percent off the Audi A-3 e-tron thanks to the Sun Valley Institute’s newest Initiative, RevUp Blaine.

“After the success of Solarize Blaine we looked for other ways to offer affordable clean energy to our community. So, last fall we put out a request for proposals to electric vehicle dealerships and manufacturers including Nissan, Audi, BMW, Tesla, Ford, and GM. The proposals that we got back from Nissan, Chevy, Audi, and BMW far exceeded even our greatest hopes,” said the program’s director Katie Bray.

The first such initiative of its kind in Idaho, RevUp Blaine is also supported by funding from Idaho National Laboratory, which awards grants to regional efforts supporting economic development.

The program will host a free educational event for the public to learn more on April 6 from 6 – 7:30 p.m. at the Limelight Hotel at 145 - 155 S. Main St in Ketchum. The Nissan Leaf and Chevrolet Volt will both be on display for Blaine County residents to view.

RevUp Blaine Community Coordinator Annie Keenan stated that besides the discounts, there are many benefits to purchasing an electric vehicle. “All-electric vehicles, like the Nissan Leaf and BMW i3, emit zero tailpipe emissions and plug-in hybrid electric vehicles, like the A3 e-tron and the Chevy Volt, combine gasoline with an electric motor and release no tailpipe emissions when operating in all-electric mode. Electric vehicles require far less maintenance than regular vehicles. Also, electric vehicles are considered smoother to drive with faster pick-up, not to mention the fuel cost savings that accompanies operating an electric vehicle.”

The initiative is part of the Institute’s Energy Program, which seeks to build a resilient energy system in Blaine County and to serve as a model for other communities by addressing energy risks and

capitalizing on opportunities. “RevUp Blaine continues to improve the resilience of our economy by making it cleaner and more local, while saving money – with the average cost of charging is the approximate equivalent of \$1.10 per gallon,” said Aimée Christensen, the Institute’s Executive Director.

RevUp Blaine is modeled after a successful program in Boulder County, Colo., which offered approximately \$8,500 on the 2015 Nissan Leaf and in just four months saw 248 Leafs purchased from the participating dealership.

“The dealer sold their entire inventory of electric vehicles in the first five days of the program and sold five times as many electric vehicles per month as their average sales. Since 2015 five other EV group-purchasing programs have popped up in Salt Lake City, Northern Colorado, San Francisco, Minnesota, and Austin, Texas,” said Bray.

In addition to very deep discounts through RevUp Blaine, those purchasing electric vehicles are eligible for a federal tax credit, which can be used to offset their federal tax liability. The tax credit is \$7,500 for those purchasing the Nissan Leaf, BMW i3, or Chevy Volt, and \$4,502 for those purchasing the Audi A3 e-tron.

The program is only open to Blaine County residents and businesses. Pre-enrollment is available at [www.revupblaine.org](http://www.revupblaine.org) and ensures updates on RevUp Blaine events, local test drive days and direct contact with participating dealerships in Boise. The program will officially launch on April 6.

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### About the Sun Valley Institute

The Sun Valley Institute advances policy leadership, public engagement and targeted investments to ensure economic prosperity, environmental protection and human wellbeing in its home community of Idaho’s Wood River Valley and beyond. Sun Valley leaders founded the Institute in the spring of 2015 to protect and enhance local quality of place for future generations of residents and visitors alike, and to serve as a resource for communities everywhere. From the original Native American inhabitants to the miners and ranchers of the valley’s early days, from the Union Pacific engineers who built the world’s first chairlift to those who challenge themselves in its mountains and rivers today, Sun Valley is about history and tradition, grit and perseverance, well-being and quality of life. The risks, assets and values of Sun Valley make it the perfect home for an institute dedicated to resilience. For more information, please visit: [www.sunvalleyinstitute.org](http://www.sunvalleyinstitute.org)



### About RevUp Blaine

RevUp Blaine is a limited-time program that helps the people of Blaine County purchase electric vehicles at a discounted price. As part of the Institute’s Energy Program, RevUp Blaine seeks to build a

resilient energy system in Blaine County and to serve as a model for other communities by addressing and acting upon energy risks and opportunities. For more information, please visit [www.revupblaine.org](http://www.revupblaine.org)