

Zoo-m Go Electric News Release



Utah's Hogle Zoo and Utah Clean Energy Launch Zoo-m Go Electric Program to Improve Air Quality with Zero-emission Electric Vehicles

Hogle Zoo Community given access to a streamlined purchase process and discounted pricing on EVs and E-bikes in May

SALT LAKE CITY, April 22, 2017 - Utah's Hogle Zoo and Utah Clean Energy launched a Zoo-m Go Electric program at Hogle Zoo's *Party for the Planet* event, on Earth Day, Saturday April 22. Zoo-m Go Electric offers discounts on the purchase or lease of new and used EVs and E-bikes to Hogle Zoo members, staff and visitors through May 31, 2017. Utah Clean Energy partnered with Hogle Zoo on the program to reduce the barriers associated with electric vehicle adoption.

"Clean transportation solutions are critical for improving our air quality along the Wasatch Front," stated Sarah Wright, Utah Clean Energy's executive director. "Nearly half of Utah's urban air pollution comes from cars and trucks, so electrifying our vehicles is essential to cleaning up our air. Electric vehicles and e-bikes are emission-free technologies, and they can even be powered with clean energy when they are charged with solar energy. We're excited to introduce many different electric bike options to expand clean transportation choices and appeal to all types of commuters."

Liz Larsen, Hogle Zoo's conservation director added, "Air quality is an important issue to our guests and to the hundreds of rare and endangered animals living at the Zoo. This program is an excellent opportunity for us to come together as a community to actively improve the health of our shared environment."

Zoo patrons viewed Electric vehicles and E-bikes from participating dealers at the event. Car dealers and bike shops can offer discounts because the program drives targeted customer demand during a limited timeframe. Those who enroll in the program will have access to discounts of up to 25 percent off the manufacturer's suggested retail price (MSRP) for BEV (battery-electric vehicle) and PHEV (plug-in hybrid electric vehicle) models from the participating Ford and Nissan dealerships. There are also nine participating bike shops offering discounts of up to 45 percent on E-bikes from 17 different manufacturers, and more than 40 individual bike models.

Interested community members can sign up for the program at www.zoomgoelectric.org. Once registered, participants work directly with any of the selected dealers or bike shops to purchase

or lease the electric car or E-bike of their choice. The program ends May 31, 2017. Participants must finalize purchases by that day to guarantee access to discounts.

The public is invited to attend one of the upcoming educational workshops to learn more about the benefits of electric vehicles and E-bikes. Those who are interested can RSVP on the program's website, www.zoomgoelectric.org. Workshops will take place:

- April 27, from 6:30 - 8:00 p.m. at the Salt Lake City Public Library, Anderson-Foothill Branch, 1135 S. 2100 E., Salt Lake City
- May 9, from 6:30 - 8:00 PM at the Salt Lake County Public Library, Ruth Vine Tyler Branch, 8041 S. Wood St. (55 West), Midvale

To offer this program, Utah's Hogle Zoo partnered with Utah Clean Energy, a nonprofit, public interest organization that works to drive the transition to a clean energy future. The program was made possible by generous grant support from the Utah Clean Air Partnership (UCAIR) and the Patagonia Outlet of Salt Lake City.

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About Utah's Hogle Zoo

Utah's Hogle Zoo nurtures respect and appreciation for the natural world by providing diverse educational, recreational and conservation opportunities. This is accomplished through imaginative exhibits and programs, professional animal care and commitment to excellence.

At the heart of the Zoo's movement towards sustainability is the many staff and community engagement programs led by the Zoo's Green Team. Committed to advancing sustainability in our operations, this team of multi-departmental advocates is continually improving the Zoo's recycling efforts, promoting alternative commuting strategies, and engaging the community.

About Utah Clean Energy

Utah Clean Energy is Utah's leading expert public interest organization working to expand renewable energy and energy efficiency in a way that is beneficial not only for Utah's environment and health, but also our economy and long-term energy security. Utah Clean Energy is committed to creating a future that ensures healthy, thriving communities for all, empowered and sustained by clean energy.

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