

# Great River Energy's "Revolt"

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# Electrification

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Empowers us to:

- Store energy
- Meet conservation goals
- Increase revenue through selling of electricity at strategic times
- Engage widely supported by stakeholders





# Why Electric Vehicles?

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**WIN**

Our  
Members

**WIN**

Our Business

**WIN**

The  
Environment

**WIN**

The Local  
Economy

revolt

EMBRACE ELECTRIC VEHICLES



*"I'M NOT ONLY  
OPENING A DOOR.  
I'M LEADING  
THE WAY."*



**EXCLUSIVE OFFER: POWER YOUR EV WITH 100% WIND ENERGY**





# The offer

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- ▶ Purchase or lease a PEV or PHEV between launch and December 2016 (likely will be extended) and you qualify for renewable energy at ZERO additional cost (above standard rates) for lifetime of the vehicle.
  - Qualifiers:
    - 5,000 kWh annually per vehicle \* Lifetime
    - Purchase = 10 years
    - Lease = 3 years



# 1 year later...

- ▶ 1 in 3 EV owners on co-op lines in MN are subscribers to Revolt...making progress for more
- ▶ Sponsored first ever “Electric Room” at the Twin Cities Auto Show garnering record attendance



# Next steps

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- ▶ Empowering member co-ops to become transportation energy experts
- ▶ Assisting dealers and driving traffic to utility information resources
- ▶ Extended workplace test drives
- ▶ Extending existing DC Fast Charging network outside metro areas
- ▶ Destination charging to parks and small towns