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FOR IMMEDIATE RELEASE

**Wisconsin Clean Cities “REV UP WISCONSIN”
Wisconsin’s First Electric Vehicle Group Buy Program
Heads to Milwaukee**

Milwaukee, WI: The Wisconsin Clean Cities (WCC) program, **REV UP WISCONSIN**, has expanded to Milwaukee. Wisconsin’s first electric vehicle group buy program began on August 2, 2016 in Madison and is now available at select Nissan Milwaukee dealerships. The program concludes on September 30, 2016. Wisconsin Clean Cities has partnered with Nissan and Milwaukee participating dealers, Gordie Boucher Nissan of Greenfield, Boucher Nissan of Waukesha, John Amato Nissan, Rosen Nissan, and Russ Darrow Nissan, to provide huge discounts on the best-selling 2016 All-Electric Nissan LEAF SV. These participating dealerships will be hosting vehicle ride and drive events at their respective locations. The **REV UP WISCONSIN** program, offers \$8,231 off MSRP and 0% financing for up to 72 months on a 2016 Nissan LEAF SV. Lease options are available for \$289 down and \$289 per month. An additional Federal Tax savings up to \$7,500 may apply. Special fleet pricing is also available.

“Similar group buy programs have been instrumental in the increase of electric vehicle deployment. This program provides a great opportunity for potential electric vehicle owners to learn about the vehicle, drive the vehicle and save money on their purchase,” said Lorrie Lisek, Executive Director of Wisconsin Clean Cities. “Electric vehicles offer improved fuel economy, lower fuel costs and reduction in vehicle emissions. We are excited to work with such great partners to bring this opportunity to Wisconsin.”

Additionally, WCC has partnered with We Energies to raise awareness about electric vehicles. Customers can learn more at www.we-energies.com/ev. The utility has different rate options available that could benefit customers who own electric vehicles.

Please visit our program website at <http://www.wicleancities.org/ElectricDrive> for dealer information, additional partner incentives and locations for ride and drive events. If your

company is interested in hosting an educational ride and drive event please contact WCC. Furthermore, we encourage companies to educate themselves and participate in the U.S. Department of Energy Workplace Charging Challenge to implement electric charging stations at their facilities. For more information, visit the DOE [website](#) or contact WCC at info@wicleancities.org.

About Wisconsin Clean Cities

Wisconsin Clean Cities (WCC) is a nonprofit 501(c)(3) organization, through the U.S. Department of Energy's Clean Cities program. WCC strives to advance our nation's economic, environmental and energy security by supporting local actions to reduce petroleum consumption in the transportation sector. Visit www.wicleancities.org for more information.

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