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**FOR IMMEDIATE RELEASE**

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

Madison, WI: Wisconsin Clean Cities (WCC) announces Wisconsin’s first electric vehicle group buy program beginning August 2, 2016 and concluding on September 30, 2016. **REV UP WISCONSIN** has partnered with Nissan and Madison participating dealers, Zimbrick Nissan and Rosen Nissan, to provide huge discounts on the best-selling 2016 Nissan Leaf SV. The **REV UP WISCONSIN** program, provides 2016 Leaf purchasers \$8,231 off the vehicle list price in addition to the federal tax credit of up to \$7,500. Additionally 0% financing for 72 months and lease programs are included. Special fleet pricing is also available.

Additionally, WCC has partnered with Alliant Energy and Madison Gas and Electric (MGE) to host several educational and vehicle ride and drive events at various locations throughout the Madison area. WCC, Alliant Energy and MGE will work with local employers to encourage participation in the U.S. Department of Energy Workplace Charging Challenge. Visit our program website at <http://www.wicleancities.org/ElectricDrive> for dealer information, additional partner incentives and locations of events and ride and drives.

“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 drive 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.”

For more information, visit <http://www.wicleancities.org/ElectricDrive> or contact WCC at [info@wicleancities.org](mailto: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](http://www.wicleancities.org) for more information.

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