

February 12, 2014

## Announcing the Connecticut REVolutionary Dealer Award

Licensed New Car Dealers are Part of the EVConnecticut Program

The Department of Energy and Environmental Protection (DEEP) and the Connecticut Automotive Retailers Association (CARA) are pleased to announce the first ever Connecticut REVolutionary Dealer Award.

To recognize the leadership of licensed Connecticut new car dealers who are critical to putting Connecticut on the road to a cleaner, cheaper and more reliable energy future, DEEP and CARA have created a joint recognition program – *Connecticut REVolutionary Dealer Award* – to publicly recognize two Connecticut auto retailers; the dealer that sells/leases the highest number of new EVs and new plug-in hybrids and a second who sells/leases the most as a percentage of total sales during the period from February 1 – July 31, 2014.

Electric vehicles (EVs) and plug-in hybrid vehicles have great potential to improve our energy security, drive down the cost of operating a vehicle, and reduce air pollution. Auto dealers are often the first and most critical “hands-on” point of contact with prospective new car purchasers who may or may not have heard about the newest and most exciting transportation technologies. At this critical juncture, it’s very important for dealers to make an effort to explain the new technology and take the time to familiarize their customer to the benefits of buying or leasing an EV or a plug-in hybrid.

Through this program, DEEP and CARA want to recognize those EV dealers that are taking advantage of this new market, celebrate their success and encourage others to follow suit – because by working together to help spur the adoption of EVs and plug-in hybrid vehicles we will be driving down the amount of money we spend on gasoline and diesel fuel. This improves our environment, makes Connecticut a healthier place to live, and improves the bottom line for EV drivers. We strongly encourage you to visit [EVConnecticut](http://EVConnecticut.com) and participate in this effort.

Sincerely,



Robert J. Klee  
Interim Commissioner  
Connecticut Department of  
Energy and Environmental Protection



James T Fleming  
President  
Connecticut Automotive Retailers Association