

News Release



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For Immediate Release

CAA aims to help Manitobans “Get Current” on electric vehicles

*New education campaign includes roadshow,
social media contest and feedback survey*

Winnipeg – As more electric vehicles have begun to show up on Manitoba streets, CAA Manitoba has been doing its homework to ensure the province’s oldest auto club can continue to provide motorists with unbiased and useful advice. Enter a new education campaign called [Get Current](#).

“For more than 100 years, CAA has been dedicated to helping Manitobans with their travels – whether it’s by car, bike, plane, train, bus or even snow shoes,” said Liz Peters, CAA Manitoba Public and Government Affairs Manager. “Electric vehicles are here to stay, but very few people know much about them – especially when it comes to the many benefits and challenges that come with them.”

The CAA education campaign features five information sessions in Winnipeg and Brandon, a feedback survey to gather more information about the most common misconceptions about electric vehicles and a comprehensive [website](#) with relevant and useful information on all things electric vehicle-related.

“From how much it actually costs to run an electric vehicle to how far one can travel on a single charge, at CAA, we’ve made it our mission to become a knowledgeable source of information on all things electric car related, so we can pass it on to motorists.”

In an effort to engage a younger crowd in the campaign, CAA is also hosting an online contest called “[Name the Plate](#)”. It calls on everyone to create their most unique license plate identity for CAA’s newest electric addition, a Nissan Leaf. The best submission will win a \$100 Polo Park gift certificate and a Novopro Bluetooth from CAA.

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