

The Go Forth ELECTRIC SHOWCASE



The Future of Mobility in the U.S.

The first electric vehicle showroom in the U.S., the Go Forth Electric Showcase is sharing the fun, power and money-saving benefits of driving electric. The interactive experience opened in May 2017 in downtown Portland, Oregon.

The Experience

- Free test drives** of electric cars
- Expert**, brand-neutral information
- Match system** to find your dream car
- Chargers** to see and try
- Pop-up mobile** events in the Pacific Northwest



In the First Two Months...

- 1,000+** visitors
- 120+** test drives
- 20+** national and regional news articles

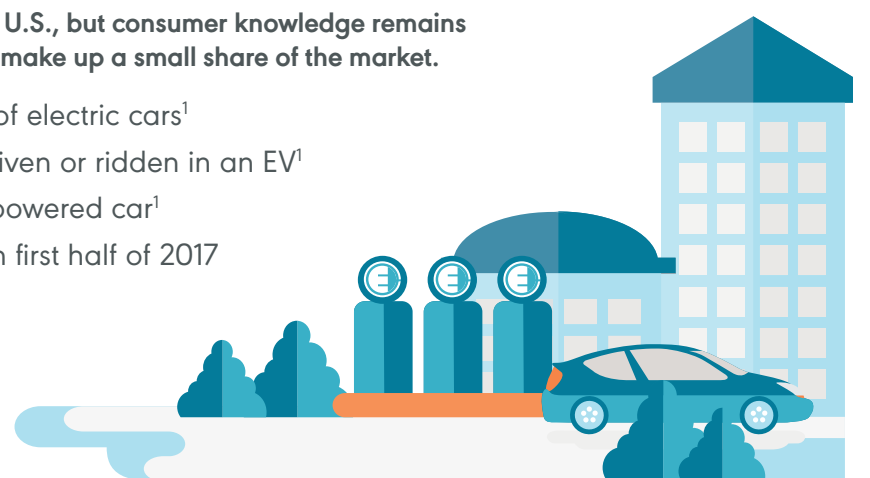
Goals

- 5,000** test drives
- 5 million** consumer impressions
- Double** regional EV sales in three years
- Support** regional increase in EV sales to 15% of cars sold

Why Now

EV sales are up in the U.S., but consumer knowledge remains low, and electric cars make up a small share of the market.

- 60%** are unaware of electric cars¹
- 80%** have never driven or ridden in an EV¹
- 3%** own a battery-powered car¹
- 0.5%** of cars sold in first half of 2017 were pure electric²



1. Mitrache, V. (2017, Jan. 3). 60 percent of Americans don't know electric cars are actually a thing. Autoevolution. Retrieved from <https://www.autoevolution.com>

2. LeBeau, P. (2017, Aug. 10). New data shows just how crucial Americans are to Tesla's success. CNBC. Retrieved from <https://www.cnbc.com>