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 cars\(^1\)
80% have never driven or ridden in an EV\(^1\)
3% own a battery-powered car\(^1\)
0.5% of cars sold in first half of 2017 were pure electric\(^2\)

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