

<p><u>About the NPVI:</u></p> <p>The National Plug-in Vehicle Initiative is comprised of automakers, utilities, battery and component manufacturers, associations and government entities dedicated to realizing the potential of the plug-in electric vehicle industry.</p>	<p><u>NPVI Mission:</u></p> <p>NPVI speaks with ‘One Voice’ to provide timely and accurate information to policymakers, media, and consumers about the electric drive industry, in the most cost-efficient and effective manner possible.</p>	<p><u>NPVI Charter Membership:</u></p> <p>Charter Members will establish NPVI priorities—and receive the benefits of its programs.</p> <p>New participants will also become EDTA Associate Members* through September 30th 2010.</p>
<p><u>NPVI Program Elements:</u></p> <ul style="list-style-type: none"> • MyGreenDrive.org, an online clearinghouse of general information about plug-in electric drive technology, with links to NPVI participants for specific information on vehicles, infrastructure and services. • A Media Campaign providing a regular and reliable source of industry information to key media outlets – and to respond quickly to misinformation. • ‘Tool-Kits’ providing valuable information on ‘Best Practices’ for legislators, regulators, utilities and others. • Content creation for opportunities such as billing inserts, newsletters and other communications channels. • Programs and demonstrations of plug-in electric drive technology and issues for major conferences and events. 		



Membership Fees:	NPVI Associate Member	NPVI Steering Committee
Large Business	\$7,500	\$15,000
Small Business <\$10M revenue and/or <100 employees	\$5,000	\$10,000

Upcoming Meetings:

- **August 31: NPVI Membership Meeting** (Chicago) *Held in conjunction with the EPRI Electric Transportation Advisory Committee Meeting*
- **October 19: Steering Committee Meeting** (Detroit) *Held in conjunction with the ‘Business of Plugging-in’ event. NPVI dues payment required.*



NPVI 'Member-to-Member' Referral Program:

There is strength in numbers – broad membership will make the National Plug-in Vehicle Initiative more effective. Companies that recruit new NPVI Members will receive credit to 'upgrade' to the Steering Committee – an opportunity to chart the course of this Initiative.



How it works for EDTA Members: EDTA Members already participating in the NPVI will receive credit for recruiting non-EDTA companies to this Initiative – bringing one or more new Members on board will qualify your company for participation on the NPVI Steering Committee.

How it works for 'New' Members: Participation in the NPVI will include the benefits of an EDTA 'Associate' Membership for one year. Bringing another new company to the NPVI will qualify you to participate on the Steering Committee.

About the Electric Drive Transportation Association (EDTA):

EDTA is the trade association that represents battery, hybrid, plug-in hybrid and fuel cell electric drive technologies and supporting infrastructure. EDTA performs public policy advocacy, education, industry networking, and international conferences. EDTA's membership includes automotive and other equipment manufacturers, energy companies, technology developers, component suppliers, and government agencies. For more information about EDTA and its members, visit www.electricdrive.org.

EDTA Associate Membership* Benefits:

- Access to member-only content area of EDTA website, including timely policy analysis, EDTA policy papers and industry studies.
- Receipt of EDTA Member Alerts on government funding and other opportunities to benefit Members' businesses.
- Access to EDTA's online membership directory, a "Who's Who" of the electric drive industry.
- Company link and listing on EDTA website.
- Receipt of EDTA's weekly "Media Watch" and monthly "Inside Track" newsletters. Media Watch is a compilation of industry headlines, and Inside Track's in-depth format includes an insightful message from the EDTA president and a detailed policy update and other industry news.
- Marketing support, including preferred placement of members' press releases on the EDTA website and newsletters.
- Opportunities to submit product photos and case studies for inclusion in EDTA collateral materials and website.
- Preferred placement of your company's events on the EDTA Event Calendar.
- Registration discounts at EDTA's Annual Conference and regional events.
- Discounts on exhibit and sponsorship opportunities at EDTA events.
- Registration discounts at select non-EDTA industry conferences.
- Networking opportunities with other EDTA members and Board members at EDTA receptions and events

**Associate members are not eligible for EDTA Board or Committee Participation.*

NPVI Contact

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