

# Press Release



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## **FOR IMMEDIATE RELEASE**

### **CRUISE CAR LAUNCHES 'ALL AMERICAN' LINE OF SOLAR ELECTRIC LOW SPEED VEHICLES ENGINEERED AND MANUFACTURED IN THE U.S.A.**

Cruise Car and Eco Trans Alliance exhibiting All American LSV's and Sunray Solar Tops in  
Booth 2130 at Solar Power International 2010 in Los Angeles October 12-14

Sarasota, FL – September 28, 2010 -- Cruise Car, Inc., the leading supplier of solar electric vehicles in the USA, today introduced their new 'All American' line of 15 solar electric Low Speed Vehicles (LSV) engineered and manufactured in the United States utilizing up to 50% recycled or certified remanufactured parts and materials, all covered by a new vehicle warranty.

The aptly titled "All American" is designed to meet the needs of the growing market of individuals, businesses and government agencies that want to reduce waste and their carbon footprint by utilizing a more practical and efficient means of transportation in a low speed environment. The All American is constructed of welded aluminum space frames using custom aluminum-alloy extrusions and meets the requirements of Executive Order 13514 mandating that government agencies meet a number of energy, water and waste reduction targets, including a 30% reduction in vehicle fleet petroleum use by 2020 and a 50% recycling and waste diversion by 2015. The 'All American' Line is GSA Schedule approved and Cruise Car has received orders from all branches of government as they work to attain these sustainability goals for Federal agencies. Cruise Car shipped 30 All American LSV's on Sunday, September 26th to the U.S. Navy base in San Diego, CA. (Photo available).

"Cruise Car's entire mission is to provide solar powered transportation where it makes sense — from the neighborhood family transport to entire fleets of low speed maintenance or utility vehicles," says

Ken Chester, President of Cruise Car, Inc. “Our All American models are the most efficient solar electric vehicles in the world and we are especially proud to have engineered a unique electric vehicle that provides a measurable lowering of green house gas emissions and also meets market demand for high quality American-made products at competitive prices.”

Cruise Car and Eco Trans Alliance will be showcasing the All American LSV’s and Sunray Solar Tops at booth 2130 at Solar Power International 2010, the largest business-to-business solar conference and expo in North America from October 12th to 14th at the Los Angeles Convention Center. With 15 models to choose from, the All American can be purchased with and without solar and can accommodate from 2 to 14 passengers. Cruise Car can provide customization for any operational requirements and attractive solar tax credits provide additional incentive for adding the Sunray solar tops to both consumer and commercial/utility models.

The Cruise Car All American is built on a rust proof, all-aluminum chassis and offers unsurpassed legroom. The Sunray Solar Tops are supplied by Eco Trans Alliance, LLC, (ETA) an industry leader in providing solar to the rapidly expanding global electric vehicle market. By combining lightweight aluminum construction with state of the art solar technology, the All American maximizes ROI and driving distances between charges while significantly reducing greenhouse gas emissions.

“Our All American lines offer several key benefits for LSV users, particularly in the large fleet environment,” stated Adam Sulimirski, Cruise Car General Manager. “They are reliable, will not rust, have extended driving range and all parts are interchangeable and widely available worldwide for optimum fleet operational efficiency.”

For customers considering leasing LSV’s and/or solar tops, Cruise Car and ETA offer significantly lowered interest rates for orders placed before the end of calendar fourth quarter 2010 by taking advantage of various solar tax incentives.

Cruise Car is the market leader for a full line of unique solar electric transport solutions ideal for planned communities, golf courses, college campuses, municipalities, military bases, corporate parks, resorts, federal agencies and all owners of fleet vehicles that seek to improve the efficiency of their transportation systems. For more information about the complete line, distributorship or for a dealer near you, contact Adam Sulimirski at Cruise Car by phone at 941-929-1630, via e-mail at [info@cruise-carinc.com](mailto:info@cruise-carinc.com) or online at [www.cruise-carinc.com](http://www.cruise-carinc.com).

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