



SIZZLING HOT!!!

2010 Street Legal EVE

Can LSV supply match demand?

I read an interesting story that may illustrate where our industry is right now.

A young newly wed was preparing her first Easter ham, and with the help of her mother In the kitchen, they sliced off about 3 inches from the narrow end of the ham. Curious about this tradition, the young woman said to her mother, "Every year for as many years as I can remember, we cut off a few inches from the small end of the ham. Does this to enhance the flavor, keep the ham moist or improve the look when presented on the Easter table?" The mother paused, thinking for a moment. "You know for as many years as I remember my mother cut the same few inches off the Easter ham, but I don't know why, let's give your grandmother a call." They dialed the phone, exchanged a holiday greeting and proceeded to answer the riddle. Grandma's reply made them laugh out loud. She revealed the long standing tradition was not based on taste or aesthetics but was purely practical, she said "Because my pan was too small to fit the ham into."

In the golf car industry we have consider ourselves in the golf car business, but we are more than that. A significant part of our business is related to moving people and materials buy use of vehicles typically thought of as golf. But in reality, we are in the small vehicle business and for many, the electric vehicle business.

If we have been slicing off a few inches of the ham every year at Easter time or thinking of our business as "just golf cars" it may be time to redefine who we are and based on this new reality, plan on where we are going.

Over the last few years, more and more people have embraced Neighborhood Electric Vehicles (NEV's) and now commonly referred to as Low Speed Vehicles (LSV's). Unless you have been living in a vacuum, you know the Federal Government has significant tax credit in place through the end of this year for qualified LSV's. Many "Golf Car Dealers" have jumped on the band wagon while others are sitting on the sidelines.

One question you might ask yourself if whether you should jump into this market or not.

Here are some questions and comments we have heard from dealers around the country and would like to address.

1. *" I don't have the demand for street legal vehicles in my market"*

If most of your customers are not golfing with the cars you are selling, then maybe they should be In an LSV. Even without the tax credit, LSV's offer many more sellable safety features and increased speeds that customers want. Besides, your customers could be driving too and from the golf course and to Wal-mart and church on Sunday with an LSV.

2. *"My customers don't need street legal - they can drive golf cars everywhere!"*

Many communities have passed laws (or chosen not to enforce them) to allow regular golf cars on public roads. In other cases customers are driving illegally on public streets with vehicles that do not meet the laws in place. As awareness grows for street legal cars, look

for more tickets to be handed out to those driving non-complying vehicles and communities to consider tightening up standards since safer LSV's are now available.

3. ***"This is probably a fad - LSV's are not here to stay."***

With the focus on reducing our "carbon foot prints", our dependency on foreign oil, combined with the lower operating cost of electric vehicles and awareness of clean electric renewable energy - I wouldn't bet on it. Look for just the opposite to happen. We predict more manufacturers will expand their line up of LSV offerings and increase the features to give customers the experience and range they want and need.

4. ***"It's a hassle - in my state I need to become a new car dealer"***

In most states becoming a licensed dealer is required. But in most cases it involves some paper work and license fees. A dealer may need to put up a bond and take a written test but the extra hassle is well worth being on the leading edge of this new and exciting product.

If you are now motivated to get going, we suggest you contact a LSV supplier and find out if your market is available. One of the benefits of being a licensed dealer is that most states protect dealers' territory with restrictions on how close another dealer with the same brand can be located. One way to determine a quality dealer is networking. Contact some of your trusted colleagues in the business who have LSV's already and get their opinions. Surf the web and make some calls.

The EVE by Fairplay (on the cover) is one of the more popular LSV's offered. Fairplay has been in the electric vehicle business for over 5 years. Their home office is in Colorado, where all the sales, marketing, tech support and new production development. The cars are assembled in California facility with a fair amount of US content.

The EVE LSV comes in two models. The ECO is the base model with a lower cost and more basic features. The DELUX (featured on the cover) has added features, such as custom aluminum wheels with upgraded tires, side turn indicator lights, Suite Seats with the distinctive embroidered EVE logo, in dash analog clock, and upgraded trim packages with burl wood or carbon fiber on the dash and steering wheel. Both models feature DOT approved safety features to keep you and your passengers safe such as four wheel brakes, one piece windshield, three point harness seat belts, side turn signals, DOT approved wheels and tires, side mirrors and a 100% electric motor capable of speeds of up to 25 mph to keep up with traffic.

(Photo)

To help market the EVE LSV line, Fairplay offers a variety of ways for dealers to promote the brand. An example is an attractive, prominent sign for display at the dealers business and a smaller "Electric Car Parking Only" sign, both of which are made from UV stable vinyl mounted on an aluminum plate to allow years of use. Other marketing support includes; co-op dollars for

yellow pages advertising and print media to assist dealers in aligning their name with the EVE products and draw the growing number of consumers looking for an alternative form of transportation.

One of the popular selling features of the Fairplay EVE vehicle is the 44% US parts content and assembly work done right here in the USA. They use D&D motors made in New York state, front hydraulic brake system from Jake's in Pennsylvania, Curtis controllers from the Dominican Republic, Trojan batteries are made in Georgia, with seats made by Wise Seats in Arkansas and Suite Seats from Minnesota, and Stretch Plastics manufactures the DOT windshield in California, just to mention a few.

Fairplay is developing more LSV models using both high speed DC and AC configurations. They are working more competitively priced commercial vehicles that will be similar to their popular HOSS and TRANSPORT vehicle.

The EVE LSV web site is www.evelsv.com, the full Fairplay line at www.fairplaycars.com. Or contact the sales team at 970-257-0346 or email: ryana@fairplaycars.com.