



For Immediate Release

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## PRESS RELEASE

### Fairplay Expands 2010 Production in the USA

Fairplay Electric Cars, LLC located in Grand Junction Colorado has signed a long term lease in Southern California. "It is very exciting for us to increase capacity and rely on our made in America quality", says Keith Andrews, President of Fairplay. "The expansion doubles the size of our assembly plant here in the states. Our dealer network reports a noticeable improvement in quality since the middle of 2009 when we started manufacturing in America."

Fairplay enjoyed rapid growth last year in the Low Speed Vehicle arena, with sales of the popular EVE brand spurred on by the federal tax stimulus. "Our initial focus with the EVE LSV was to offer a competitive price point to stimulate interest and allow the MSRP to draw customers in for our dealers", Andrews added. "This was possible due in large part to a great group of suppliers in the United States who provided us with quality parts at competitive prices."

"The reaction from dealers and customers has been fantastic," states Ryan Alexander, National Sales Manager. "Our assembly facility here allows us to offer a custom OEM product mix to our dealers, something that puts us head and shoulders above most other manufacturers, either domestic or imported."

For more information on where you can test drive the new EVE LSV or see any of the fine line of Fairplay Electric Car products, go to [www.fairplaycars.com](http://www.fairplaycars.com) or [www.eve-lsv.com](http://www.eve-lsv.com) or call the headquarters in Colorado at 970-257-0346 and ask for someone on the sales team.