



## NEWS RELEASE

### Final Electric Vehicle Test Drive and RevUp Blaine Info Session Set for June 15

*The Sun Valley Institute, with partners Idaho Power and the Idaho National Laboratory, will host a test drive and information session for RevUp Blaine, a limited-time program helping Blaine County residents to purchase electric vehicles at a significantly discounted price.*

KETCHUM, Idaho, June, 9, 2017 — Blaine County residents can test drive and learn more about the benefits and details of owning an all-electric vehicle or plug-in hybrid at the final event of the RevUp Blaine program. The event will take place from 6 – 7:30 p.m. on June 15 at the Wood River Community YMCA. The RevUp Blaine Team, Idaho Power and Idaho National Laboratory will all be on hand to answer questions and share other locals' experiences with EVs.

The event is for those interested in learning more about purchasing EVs through RevUp Blaine, a limited-time program of the Sun Valley Institute to help Blaine County residents to buy EVs at a deeply discounted price. The vehicles available for purchase through RevUp Blaine are the Chevrolet Volt, Nissan Leaf, Audi A3 e-tron and BMW i3. Over 60 people have enrolled in the program, with 10 EVs already purchased or leased. The deadline to enroll has been extended to June 30, 2017.

It's easier than ever to own and operate an EV. Many EVs now have all the comforts and performance of gasoline-powered cars, including a driving range that meets daily needs and reasonable charging times both at home or at public charging stations.

Aimee Christensen, Executive Director of the Sun Valley Institute, offered, "As EVs are being adopted at record rates around the world thanks to people, communities, and cities recognizing their environmental and economic up-sides as well as being more fun to drive and easier to own, we are excited to provide this opportunity for Blaine County residents to save even more, reducing our local need for oil, benefiting both our environment and our pocketbooks."

The discounts offered by RevUp Blaine are roughly \$10,000 off the Nissan Leaf, 7.5 percent off the Chevrolet Volt, over 7 percent off the BMW i3, and 6 percent off the Audi A-3 e-tron.

In addition, Idaho Power is offering a \$300 incentive for RevUp Blaine participants to offset the cost of purchasing and installing a Level 2 home charging station. These discounts and financing options will be described in detail at the June 15 event.

Similar projects have been piloted in Boulder County, Salt Lake City, San Francisco, Austin and the state of Minnesota. This is the first such project in Idaho.

## **RevUp Blaine Test Drive and Information Session**

Thursday, June 15, 6–7:30 p.m.

Community Room, Wood River Community YMCA

101 Saddle Road, Ketchum, ID

The event is free and open to the public.

### **About the Sun Valley Institute:**

The Sun Valley Institute advances policy leadership, public engagement and targeted investments to ensure economic prosperity, environmental protection and human wellbeing in its home community of Idaho's Wood River Valley and beyond. Sun Valley leaders founded the Institute in the spring of 2015 to protect and enhance local quality of place for future generations of residents and visitors alike, and to serve as a resource for communities everywhere. From the original Native American inhabitants to the miners and ranchers of the valley's early days, from the Union Pacific engineers who built the world's first chairlift to those who challenge themselves in its mountains and rivers today, Sun Valley is about history and tradition, grit and perseverance, well-being and quality of life. The risks, assets and values of Sun Valley make it the perfect home for an institute dedicated to resilience. For more information, please visit: [www.sunvalleyinstitute.org](http://www.sunvalleyinstitute.org).

### **About Idaho Power Company:**

Idaho Power, headquartered in Boise, Idaho, and locally operated since 1916, is an electric utility that employs more than 2,000 people who serve approximately 535,000 customers throughout a 24,000-square-mile area in southern Idaho and eastern Oregon. With 17 low-cost hydroelectric projects as the core of its diverse generation portfolio, Idaho Power's residential, business and agricultural customers pay among the nation's lowest rates for electricity. IDACORP, Inc. (NYSE: IDA), Idaho Power's independent publicly traded parent company, is also headquartered in Boise, Idaho. To learn more, visit [www.idahopower.com](http://www.idahopower.com) or [www.idacorpinc.com](http://www.idacorpinc.com).

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