

## UW-Madison Saves Money and the Environment with E-Ride Electric Vehicles 03/15/2011



On the University of Wisconsin-Madison campus of 935 acres with 42,099 students, 2,017 faculty and 16,507 employees, getting faculty and employees to destinations on time can prove challenging. That challenge grew in 2006 when Wisconsin's Governor Jim Doyle ordered a reduction in gas-powered vehicles to reduce pollution and save money. The campus met that challenge with help from E-Ride Industries in Princeton, Minnesota, [www.e-ride.com](http://www.e-ride.com).

UW-Madison has 26 E-Ride electric vehicles to transport one-to-four people or cargo up to 1,200 lbs. around campus—all with zero emissions. Their operating costs are also less than a gas powered vehicle. Jim Bogan, UW Fleet Program Officer, looked to E-Ride because they offer a robust vehicle with great customizing capabilities.

"E-Ride helped us create vehicles that met our exact needs," says Jim Bogan. In fact, UW ordered five different vehicle sizes and configurations, each designed for specific needs. "They're working out very well," Bogan says.

For example, UW even ordered one vehicle to resemble a popcorn box. This can't-miss-it model promotes the U's commitment to the environment, especially to campus newcomers.

Bogan wants drivers to focus on driving—not vehicle limitations. E-Ride's higher clearance of 8.5" allows for driving over curbs. "We want to drive them hard, but we also want to use the vehicles for a long, long time."

Despite the hard use, UW finds that the vehicles are pretty easy to maintain and repair, and that E-Ride is an exceptional partner. According to Rob Williams, vehicle

technician at UW, "Josh Winkelman is our main contact there and I can't speak highly enough about him. We can always count on E-Ride to assist us; and when we order parts they usually go out the same day."

With Wisconsin's four-season climate, UW ordered vehicles with an insulated cargo body and heating. They found them to be a great four-season vehicle. "In the winter when our gas-powered vehicles won't start, we use our E-Ride vehicles instead, in specific applications. They always start right up regardless of the temps. In fact, they're parked outside every night—no garage—and they start just fine," Bogan adds. They charge them nightly for a full day's work.

Bogan has enjoyed working with E-Ride to create vehicles just right for their needs. As he says, "I'm sold on these E-Ride vehicles and look for exciting things to happen in electric vehicles. They are satisfying our needs."

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E-Ride Industries, based in Princeton, Minn., makes low-speed, zero-emission electric vehicles for utility and transportation purposes. Costing considerably less to purchase and dramatically less to run, these high value E-Ride vehicles save customers money throughout their entire lifecycle. Made in America, these vehicles also feature 90 percent American-made components. This ensures legendary customer service. The company also offers unrivalled customizing capabilities. The results are durable, economical vehicles tailored exactly to the customers' needs—all with exceptional environmental stewardship.