

Revenge of the Electric Car” Movie Opens in Denver, Colorado on Friday Nov 25, 2011 at Chez Artiste

To celebrate the Denver launch of Revenge of the Electric Car, The Renewable Energy Initiative (TREI), a Colorado-based, national educational organization that fosters renewable energy production, use and investment will be holding two pre-movie receptions to celebrate the critically acclaimed film on Tues Nov 29 and Thurs Dec 1. The receptions begin at 5:15 pm prior to the 7pm film at Chez Artiste. Tickets are available at www.TREI.us

TREI Advisory Board Chair, Ken Beitel notes the significance of the movie, “We are at a pivotal time in history. Over the next five years the surge in electric cars from every major manufacturer means we’ll be able to replace billions of dollars spent on foreign oil with clean renewable energy and American jobs. ”

To accelerate the swift adoption of renewable energy, TREI helps companies add electric cars to their fleets, solar to their facilities and a renewable choice in their 401(k) plan. Beitel continues, “Electric cars run at a cost of \$1 dollar per gallon. Most accelerate a lot faster than a regular car. The movie scene where the Tesla Roadster does 0 to 60 miles per hour in 3.7 seconds is a great demonstration of how EV technology has progressed.”

In Revenge of the Electric Car, director Chris Paine takes his film crew behind the closed doors of Nissan, GM, and the Silicon Valley start-up Tesla Motors to chronicle the story of the global resurgence of electric cars. Without using a single drop of foreign oil, this new generation of car is America’s future: fast, furious, and cleaner than ever.

With almost every major car maker now jumping to produce new electric models, Revenge follows the race to be the first, the best, and to win the hearts and minds of the public around the world. It’s not just the next generation of green cars that’s on the line. It’s the future of the automobile itself.

Revenge of the Electric Car is narrated by Tim Robbins. The primary cast includes CEO and President of Renault and Nissan Carlos Ghosn, CEO of Tesla Motors Elon Musk, Former Vice Chairman of GM Bob Lutz and EV do-it-yourselfer Greg “Gadget” Abbott.

Journalists interested in speaking with Ken Beitel for more insights and analysis on electric cars and the clean energy sector can email info@TREI.us or contact the TREI PR office at: 720 436-2465