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ONTARIO POWER GENERATION AND GENERAL MOTORS CANADA WORK TOGETHER TO PROMOTE ELECTRIC CARS

[Toronto]: Ontario Power Generation (OPG) and General Motors Canada (GMC) are working together to drive home the message that plug-in electric cars are on the horizon, and they will be powered by an Ontario electricity system that will be cleaner over time.

This message is the central theme of a two month Ontario-based advertising campaign that launched yesterday. The campaign features a 30-second TV commercial showcasing the environmental benefits of plug-in electric vehicles. The TV ads are supplemented by print, billboard and internet advertising that features the upcoming Chevrolet Volt Extended Range Electric Vehicle.

The Volt is designed to be recharged overnight and to operate exclusively on electric power for up to 65 kilometres. After that point its range extending power source – a small gasoline engine – will engage seamlessly to recharge its batteries.

“This collaboration is a natural fit for both GM and OPG,” said OPG Chief Nuclear Officer, Tom Mitchell. “GM is working towards a future of clean transportation, and OPG is working towards a future of dramatically reduced greenhouse gas emissions, with our reliance on nuclear and hydroelectric generation.”

“We are delighted that OPG is highlighting the great environmental potential of the Chevrolet Volt” said GM of Canada Vice President of Corporate and Environmental Affairs, David Paterson. “We look forward to working closely with OPG as we move forward towards that reality”.

To see the new OPG ads featuring electric plug-in vehicles, go to opg.com.

Ontario Power Generation Inc. is an Ontario-based electricity generation company whose principal business is the generation and sale of electricity in Ontario. Our focus is on the efficient production and sale of electricity from our generation assets, while operating in a safe, open and environmentally responsible manner.

GM is engineering and manufacturing advanced environmental technologies ranging from hybrids and E85 biofuels to new plug-in electric and fuel cell vehicles. Headquartered in Oshawa Ontario, GMCL employs more than 15,000 people nationwide. GM of Canada manufactures vehicles, vehicle powertrains, and markets the full range of General Motors vehicles and related services through 732 dealerships and retailers across Canada.

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