FOR IMMEDIATE RELEASE

Nissan Offers $3,000 Electric Vehicle Incentive for Rocky Mountain Power Customers

*The Live Electric EV discount program is being offered in partnership with Utah Clean Energy, Rocky Mountain Power, and Utah Clean Air Partnership*

MEDIA CONTACT:
Brandy Smith | Utah Clean Energy | (801) 903-2024 | brandy@utahcleanenergy.org

SALT LAKE CITY — May 23, 2018 — Nissan is offering a $3,000 incentive for Rocky Mountain Power customers who purchase the new 2018 Nissan LEAF. Customers can simply bring a copy of their Rocky Mountain Power bill to a participating Utah Nissan dealership to receive a $3,000 discount off MSRP on a 2018 Nissan LEAF through the Live Electric EV Discount.

To help promote the benefits of clean air and to make efficient transportation options, Rocky Mountain Power is partnering with Utah Clean Energy to provide test ride opportunities and information about electric vehicles as part of the Live Electric community campaign.

“With zero tailpipe emissions, electric vehicles (EVs) play an important role in helping to reduce air pollution along the Wasatch Front. They are the cleanest vehicles available, especially as Utah’s electric grid transitions to more renewable energy sources,” said Kevin Emerson, Utah Clean Energy’s energy efficiency program director. “Utah Clean Energy is delighted to partner on the Live Electric EV Discount program to help more Utahns make the switch to clean EVs.”

All Rocky Mountain Power customers and employees in Utah qualify for the Nissan discount, which expires June 30. Nissan also offers 24 months of complimentary public charging at participating outlets in the Salt Lake City area.

This limited-time offer cannot be combined with any other Nissan special lease, APR or rebate. Visit a Utah Nissan dealer in Logan, Murray, North Salt Lake, Orem, Riverdale, St. George, Salt Lake City or South Jordan. To learn more about Nissan LEAF, visit nissanusa.com/leaf.

#   #   #

About Utah Clean Energy
Utah Clean Energy is Utah’s leading expert, public interest organization working to expand renewable energy and energy efficiency in a way that is beneficial not only for Utah’s environment and health, but
our economy and long-term energy security. Utah Clean Energy is committed to creating a future that ensures healthy, thriving communities for all, empowered and sustained by clean energies such as solar, wind and energy efficiency.