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El Paso Electric Expands Partnership with General Motors on Electric Vehicle Discounts

Bravo Chevrolet in Las Cruces joins GoEV Savings Program

EL PASO, Texas – The partnership established between El Paso Electric (EPE) and General Motors (GM) continues to charge forward by welcoming another local dealership to EPE’s GoEV Savings Program. EPE customers can now shop at Bravo Chevrolet Cadillac Las Cruces for the latest incentives on 2020 and 2021 Chevrolet Bolts and save thousands of dollars on a brand-new electric vehicle.

With two months since the Company’s inception of the GoEV Savings Program offering EPE customers an affordable option to drive cleaner and greener, the program has tripled in size with a total of three local dealerships participating. The Bravo Chevrolet Cadillac Las Cruces dealership becomes the second GM entity in EPE’s service territory to offer the instant rebates on the Chevy Bolt, and the first dealership in southern New Mexico.

“Bravo is thrilled to join EPE’s GoEV Savings Program. As demand for electric vehicles heats up, this program will help us to continue to deliver quality, affordable electric vehicles to our customers,” said Raymond Palacios, President of Bravo Chevrolet Cadillac in Las Cruces, NM and Bravo Cadillac in El Paso, TX. “Encouraging the purchase of electric vehicles is a key step in reducing carbon emissions. We at Bravo are excited to soon deliver the new line-up of electric vehicles that are easier on customers’ wallets and the environment.”

EPE’s GoEV Savings Program has largely helped defeat the stigma of electric vehicles being too expensive by partnering with automakers to offer instant rebates that are honored at local dealerships within the Company’s service territory. Between what GM and Bravo Dealerships offer EPE customers, EV shoppers will find an opportunity to stack up the savings to about \$14,000. The EPE GoEV Savings Program offer on the Chevy Bolt is only available for a limited time until May 31, 2021. All sales representatives are at-the-ready to answer any questions EPE customers may have in order to take full advantage of this wallet-saving event.

“The momentum within our GoEV Savings Program and the traction our partnership with GM has gained is undeniable as we are hearing from our local dealerships who honor this rebate how EPE customers are taking advantage of this amazing opportunity,” says EPE President and CEO Kelly A. Tomblin. “EVs are a cleaner, easier and now an affordable way to meet your personal transportation needs.”

All EPE customers have to do to take advantage of these amazing deals is show their most recent copy of their EPE bill, a valid photo ID and the official flyer announcing this discount which can be found at www.epelectric.com/goevsavingsprogram. Additional details about this offer along with more information on EVs can be found at the same webpage: www.epelectric.com/goevsavingsprogram.

About EPE’s GoEV Savings Program

El Paso Electric’s GoEV Savings Program is an education awareness initiative to help inform customers on the benefits of electric vehicles, as well as to offer incentives to purchase an EV or plug-in EV. EPE has

established partnerships with Nissan North America and General Motors to offer incentives on the Nissan Leaf and Chevy Bolt, respectively.

About El Paso Electric

El Paso Electric is a regional electric utility providing generation, transmission and distribution service to approximately 443,240 retail and wholesale customers in a 10,000-square mile area of the Rio Grande valley in west Texas and southern New Mexico.

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