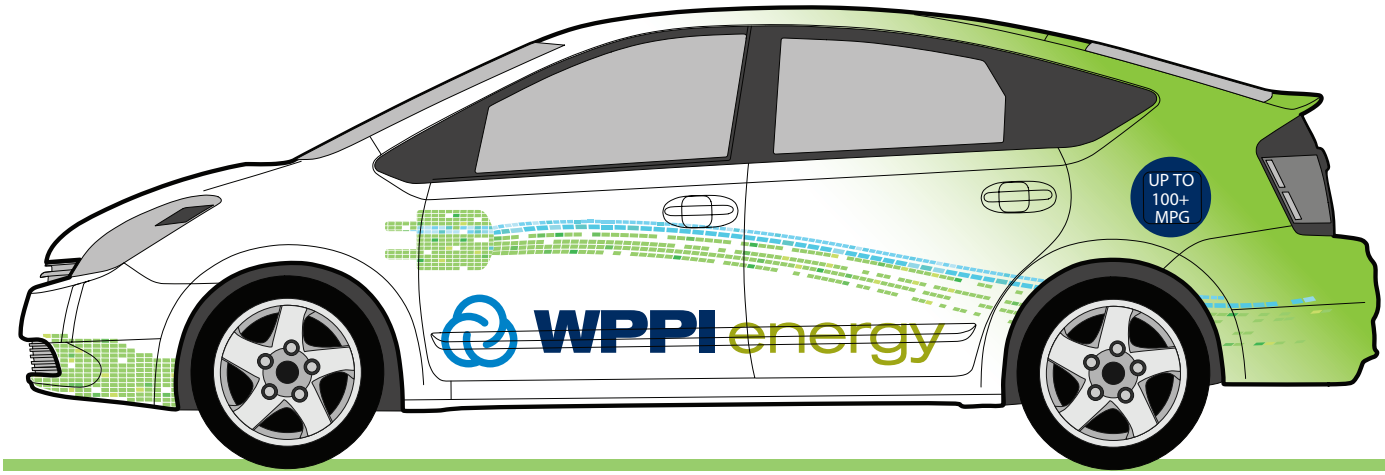
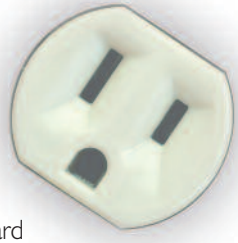
Say "hello" to the Plug-In Hybrid Electric Vehicle



The first plug-in hybrid electric vehicle fleet in the state of Wisconsin is out spreading the word about PHEVs.

WPPI Energy has converted two Toyota Prius cars into PHEVs as part of a national campaign, called "Plug-In Partners," to urge automakers to accelerate development of this technology. WPPI Energy's two vehicles are the first PHEVs to join a utility company's fleet in the Midwest. Watch for GAS SIPR and GD IDEA as they make public appearances and travel on routine business all year long.



What is a PHEV?

Basically, PHEVs use the same technology as the popular hybrids on the road today, but have a larger battery that can be recharged by plugging into a standard home outlet. As a result, they can travel up to 30 miles on electricity before using the standard, gas-electric operating system.

Both standard hybrids and PHEVs are powered by a combination of electricity and liquid fuels; however, PHEVs draw their charge not only from the engine and captured brake energy but from the electrical grid as well when they are plugged into a standard 120-volt electrical outlet. PHEVs have traditional fuel tanks and internal combustion engines, so they do not face the range limitation of electric-only cars.

The battery takes approximately five hours to charge in a standard 120-volt outlet, which would cost the average electric customer less than 50 cents.

Considering that half the cars on America's roads are driven 25 miles a day or less, a plug-in with a 30-mile range battery could eliminate gasoline use in the daily commute of millions of Americans.

PHEV owners can expect up to an 85 percent reduction in gasoline use. PHEVs also get about twice the fuel economy of a conventional vehicle and 30-50 percent better fuel economy than a standard hybrid.

Why would a municipal electric company support emerging PHEV technology? WPPI Energy recognizes the potential for PHEVs to help make better use of the existing electric grid's capacity, protect the environment and control energy costs for all consumers.

PHEVs get up to 100+ miles per gallon!

A Few Interesting Facts about PHEVs

PHEVs are not yet commercially available. The cost of the batteries needed to power a PHEV a sufficient distance is considered to be the hurdle. However, battery technology is advancing rapidly and cost should decrease with mass manufacture. A few major automobile manufacturers have announced plans to pursue the technology in the next several years.

PHEVs can support a healthy economy. A market for PHEVs will preserve jobs and create new opportunities in manufacturing batteries and other parts. The dollars that would have been spent on foreign oil will remain in the U.S. to produce new jobs, increase technology research and development and strengthen the domestic economy. In addition, consumers who save money by powering their vehicles with more electricity and less gas will have greater spending power.

PHEVs can lead to greater energy security. The U.S. imports around one-quarter of the world's total oil production — about 20 million barrels each day. Our country is highly dependent on foreign oil and subject to peak pricing. A reduced demand for petroleum by the transportation sector would lead to a more relaxed petroleum market, which will help U.S. industries.

We're doing our part. WPPI Energy offers incentives to help our member utilities purchase hybrid cars and neighborhood electric vehicles, and to convert hybrids into PHEVs for their local fleets. Along with most of our member utilities, WPPI Energy has joined the national, grassroots Plug-In Partners campaign.

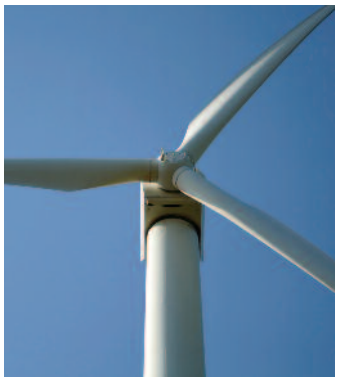
Plug-In Partners
National Campaign

Good for the Environment

Use of PHEVs can lead to fewer emissions and a cleaner environment. In almost every conceivable power generation mix, PHEVs reduce greenhouse gases and other pollutants.

Also, emissions generated from electric transportation will get cleaner over time as an increasing share of electricity in the United States is being produced by zero-emission sources such as wind and solar.

As an added benefit, no additional power plants would be needed to support the use of PHEV technology because charging typically occurs at night, when consumption is lowest. This is also when wind energy production tends to be at its highest in many parts of the country.



WPPI Energy's headquarters in Sun Prairie are powered 100% by renewable energy, so our plug-in vehicles are powered entirely by green energy when running in all-electric mode.

How can you support this technology?

Until PHEVs become commercially available, you can do your part by purchasing a hybrid electric vehicle and joining Plug-In Partners, a campaign to convince automakers that a market exists for PHEVs.

Would you like to know more about the PHEVs in WPPI Energy's fleet? Visit www.wppienergy.org/environment. Other PHEV resources include:

www.pluginpartners.org
www.hymotion.com
www.pluginamerica.org

WPPI energy
The way energy should be

www.wppienergy.org

WPPI Energy is a regional power company serving 50 customer-owned electric utilities in Wisconsin, Upper Michigan and Iowa:

Alger Delta CEA (MI), Algoma, Baraga (MI), Black River Falls, Boscobel, Brodhead, Cedarburg, Columbus, Cuba City, Eagle River, Evansville, Florence, Gladstone (MI), Hartford, Hustisford, Independence (IA), Jefferson, Juneau, Kaukauna, L'Anse (MI), Lake Mills, Lodi, Menasha, Mount Horeb, Maquoketa (IA), Muscoda, Negaunee (MI), New Glarus, New Holstein, New London, New Richmond, Norway (MI), Oconomowoc, Oconto Falls, Plymouth, Prairie du Sac, Preston (IA), Reedsburg, Richland Center, River Falls, Slinger, Stoughton, Sturgeon Bay, Sun Prairie, Two Rivers, Waterloo, Waunakee, Waupun, Westby, and Whitehall

Paper made with 80% post-consumer recycled fiber and manufactured entirely with renewable energy.