

# REVENGE OF THE ELECTRIC CAR

*Revenge of the Electric Car*  
(Documentary Feature Film)

Press Kit

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Contact:

**Michelle Elizabeth Kaffko**

*Producer of Marketing and Distribution*  
WestMidWest Productions

**(312) 952-5911**

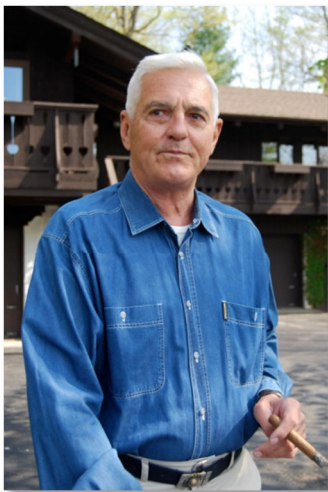
**michelle@revengeoftheelectriccar.com**

## Film Description:

Behind the closed doors of Nissan, GM, and Tesla Motors, *Revenge of the Electric Car* film tells the story of the global resurgence of electric cars by following the major car makers jumping to produce new electric models and to be the first, the best, and to win over the public.

## Film Summary:

In 2006, as many as 5,000 modern electric cars were destroyed by the major car companies that built them. Today, less than 5 years later, the electric car is back... with a vengeance.

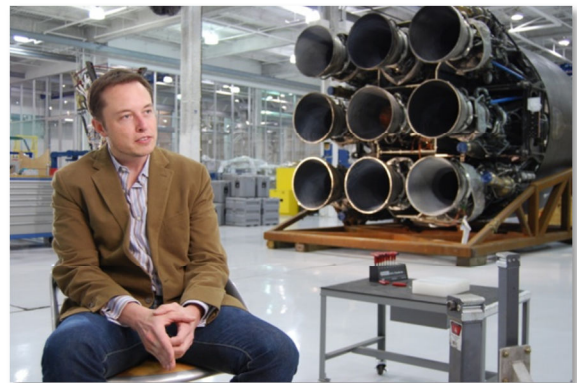


In *Revenge of the Electric Car*, director Chris Paine takes his film crew behind the closed doors of Nissan, GM, the Silicon Valley start-up Tesla Motors, and an independent car converter named Greg "Gadget" Abbott to find the story of the global resurgence of electric cars. Without using a single drop of foreign oil, this new generation of automobiles is America's future: fast, furious, and cleaner than ever.

With almost every major car maker now jumping to produce new electric models, *Revenge of the Electric Car* follows the race to be the first, the best, and to win the hearts and minds of the public around the world. We watch as these cars are developed from a concept into a working product, and see the car makers themselves struggle with the economy, the press, each other, and the car buying public.

We follow the electric car renaissance through the eyes of four industry pioneers. First, there's Bob Lutz, the larger than life General Motors executive who inspires the Volt, GM's newest electric car program. Bob is a gruff, cigar-smoking maverick who seems to have stepped straight off the set of *Mad Men*. After years of skepticism, he's now convinced that "Electric Cars are back with a vengeance." But can GM overcome years of corporate doubt and public hostility and make a viable electric vehicle? This is the company that killed the EV1, after all.

Then there's Elon Musk, the young dot-com billionaire and head of Tesla Motors. Somewhere between launching rockets toward the moon with his private space program, Elon decides that Silicon Valley can teach Detroit a few lessons about car making. We're with Elon for every step and misstep as Tesla Motors swerves from initial excitement into near bankruptcy -- and then comes back from the dead with a triumphant IPO.



Our third protagonist is the dynamic head of Nissan, Carlos Ghosn. A former EV skeptic, Ghosn astonishes the car world in 2009 by announcing the launch of the Nissan LEAF: an affordable electric vehicle meant for mass market. We are at Carlos's side as he steers the LEAF through Nissan's corporate culture -- and as he attempts to sell the car across the world. It's a bold gamble. If Nissan succeeds, they will corner the market in mass produced electric cars. If they fail, then the company will fail too.



Our fourth character is a backyard converter called Greg “Gadget” Abbott. Greg is one of thousands of do-it-yourselfers who are determined to start the EV revolution right now. Greg's pride and joy is a converted silver Porsche Speedster. His goal is to mass produce the car -- and drive it from LA to Palm Springs on a single charge. But Greg's dream collapses when his workshop burns down and he has to start over. Can he remake his life and his car?

Soon, everyone involved realizes that 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* chronicles the great shift in technology and automobile history that is taking shape as the cars will hit the showrooms in 2011.

## Director’s Statement:

Sometimes change, like a train in the old West, gets stopped dead in its tracks. That was the story of "Who Killed the Electric Car?" The villains were the same guys who always hold things up when real progress is in the air. Pistol-waving business lobbyists fighting for their old monopolies, simpleton leaders defending the status quo, and the tendency for most of us to stay in our seats rather than board new trains.

So it's a rare privilege to be able to tell the story of how sometimes change has too much momentum to be stopped. You can't kill an idea whose time has come.

For this film, we wanted to do something different. Last time we followed a group of activists fighting from the outside. This time, we follow four entrepreneurs battling from the inside. Each one let us in on their journey over three years on condition that we would not release any footage until 2011.

Tesla CEO Elon Musk puts his personal fortune on the line. Bob Lutz, GM's Vice Chair, stakes the entire brand on the very technology it once tried to kill. Nissan's CEO, Carlos Ghosn, bets the farm on a car almost no one believes can happen. And my neighbor, Greg 'Gadget' Abbott, like thousands of other car converters around the world, sets out to prove you can do it yourself. The challenges they face are as tough as capitalism can be cagey.

But the prize if they succeed is really for all of us: the reinvention of the car without gasoline, and potentially without fossil fuel at all.



-Chris Paine

## The Filmmakers



### Chris Paine: Writer/Director

Chris Paine is the writer/director of *Who Killed the Electric Car?* which premiered at the Sundance Film Festival in 2006 before its release by Sony Pictures Classics, to become one of the most successful documentaries of the last five years. *Revenge of the Electric Car* is his latest film.

Chris has appeared on *The Daily Show* with Jon Stewart, *Nightline*, *ABC World News Tonight*, *Democracy Now*, and *Science Friday* on NPR. He has toured nationally to speak about electric cars and sustainable transportation at international venues including Princeton, Brown, Stanford, the Matthew Shepard Symposium on Social Justice, the James Baker III Institute in Houston, Google, and more.

Other film projects Chris has undertaken include serving as executive producer on the motorcycle racing film *Faster!* with Ewan McGregor and *No Maps For These Territories* with cyberpunk author William Gibson. His forthcoming film is Mark Neale's *Charge!* which features the world's first electric motorcycle race on the Isle of Man.

On the entrepreneurial front, his technology company, Internet Outfitters, went public in 1999 as part of AppNet/CommerceOne and his firm Mondo-tronics provided materials for the Mars Pathfinder mission. Chris's activist work has included campaigns to stop nuclear testing in Nevada, freeway expansions in California, and preventing deforestation. His 21st century demonstration home "Marrakesh House" in Los Angeles hosts green events and charges its electric cars (and bikes) exclusively using solar power.

Chris was raised in the San Francisco Bay Area and graduated from Colgate University in New York. He supports the work of the Rainforest Action Network and serves on the board for Impro Theater and the Black Rock Arts Foundation.



### P.G. Morgan: Writer/Producer

P.G. is Chris Paine's producing partner at Papercut Films. He won an Emmy for Outstanding Writing for Non-Fiction Programming for the HBO/BBC film *Roman Polanski: Wanted and Desired*. The film premiered at the 2008 Sundance Film Festival and at the Cannes Film Festival.

Previously, he worked as an on-air reporter for Channel Four News -- the UK equivalent of *Nightline* -- where he covered the wars in the former Yugoslavia and numerous political stories in Europe and the US. P.G.'s book *Fire Mountain - How One Man Survived the World's Worst Volcanic Disaster* (Bloomsbury UK/US) was made into a drama documentary by Nat Geo.

Other current producing projects include a documentary adaptation of Mark Harris's *Pictures at a Revolution -- Five Films and the Birth of the New Hollywood* and the follow up to *Wanted and Desired*. He is also writing a feature script, *Dear Norman Mailer*, with development funding from the Film Agency for Wales. P.G. has a degree in Modern History from Oxford University. He lives in Los Angeles.



Jessie Deeter: Producer

Jessie Deeter is a Piedmont, California-based documentary producer, director and journalist. She was the Producer of *Who Killed the Electric Car?*, which premiered at Sundance and was released by Sony Pictures Classics in 2006.

In addition to producing *Revenge of the Electric Car*, Jessie recently directed and produced “Death by Fire,” a documentary that was the premiere of PBS’s *Frontline* season, airing nationally October 19, 2010.

Jessie has been producing, reporting and shooting documentaries for more than a decade, specializing in work in Africa and the Middle East. She worked several years on different projects for *Frontline* before starting her own production company, StartBox Films. Jessie has also produced stories on topics like Muslim speed dating for outlets like Al Jazeera. She partners for special projects with OffLabel Media in Los Angeles.

She has a Masters from UC Berkeley’s journalism program.



Stefano Durdic: Executive Producer

Stefano Durdic is a social entrepreneur based in Chicago. He invests in environmentally conscious businesses. His interests include organic food and farming, environmentally-friendly building practises, alternative energy and electric vehicles.

Stefano has 19 years of experience in financial markets and is a co- founder of Speed Trading Partners. He also co-founded RedSky Financial, an NASD broker-dealer that was acquired by Investment Technology Group in 2007.

Chris Peterson: Editor

As a film editor, Peterson is an accomplished visual craftsman and emerging talent in dramatic storytelling, he specializes in independent film and original television projects. His work has spanned drama, comedy, documentary, commercial, music video, and theatrical trailers.

Peterson has completed theatrical and broadcast releases for Sony, Universal, NBC, HBO, Cinemax, PBS, BBC, Bravo, Sundance, Fox, Discovery, and the History Channel. His recent credits include TNT’s *Leverage* starring Timothy Hutton, the independent feature *Miss Nobody* starring Leslie Bibb and Adam Goldberg, and the popular Sony Pictures green documentary *Who Killed the Electric Car?*



Peterson earned his MA in Film & Media Production from San Diego State in 2001 and his BA in Film & Photography from UCSD in 1996.

Thaddeus Wadleigh: Director of Photography

Thaddeus Wadleigh has worked as a DP on feature films, documentaries, commercials and TV programs. His credits include *Who Killed the Electric Car?*, *Sicko*, *The Glass Closet* and *Mistaken Identity*. His HD work won the best cinematography award at HDFEST 2003. Thad has also done commercial work for Honda and Nissan.



## CREW LIST

Production Company : WestMidWest Productions LLC

Director: Chris Paine

Executive Producer: Stefano Durdic

Producers: Jessie Deeter, P.G. Morgan

Original Music: David Robbins

Director of Photography: Thaddeus Wadleigh

Editor: Chris A. Peterson

Written by: Chris Paine, P.G Morgan

Narrator: Tim Robbins

Music Supervisor: Raul Campos

Additional Editing: Merritt Lear

Titles: Big Star Motion Graphics

Judy Bowers

Curtis Doss

Toby Louie

Camera

Craig Delaval

Robin Probyn

Alexandra Liss

Additional Camera

Adam Keker

Gary Mercer

Steve Payne

Richard Burton

Location Sound

Jayne Roy

Sean DeMers

Tyler Bender

Consulting Producer: Chelsea Sexton

Producer of Marketing and Distribution:

Michelle Elizabeth Kaffko



Associate Producer: Roger G. Gilbertson

Assistant Editor: Mark Cope

Assistant Producer: Michael Mihaly

Archive Research: Adam Hyman

Researcher: Ellen Mai

Storyboards: Tim Cox

Legal Services

Michael Donaldson

Linda Lichter

Norvell IP, LLC



## CAST LIST

*Principal cast members*

ELON MUSK

CEO, Tesla Motors

BOB LUTZ

Vice President, General Motors

CARLOS GHOSN

CEO, Renault/Nissan

GREG "GADGET" ABBOTT

Car Converter

DAN NEIL

Wall Street Journal

THOMAS FRIEDMAN

New York Times

TALULAH RILEY

Actress

MICHELLE KREBS

Auto analyst/Editor

GAVIN NEWSOM

Mayor of San Francisco



MARTIN EBERHARD  
Co – Founder, Tesla Motors

OWEN THOMAS  
Journalist

RAY WERT  
Journalist

ADDITIONAL APPEARANCES BY:

Arnold Schwarzenegger  
Jon Favreau  
Adrian Grenier  
Danny DeVito  
Anthony Kedis

## SOCIAL MEDIA & DISTRIBUTION STRATEGY

Sony marketed *Who Killed the Electric Car?* in over 100 theatrical markets to become the third highest grossing documentary in 2006. Netflix now lists nearly 150,000 ratings of our DVD release from renting customers. Over 400 reviews have been written on Netflix and it is in their Top Ten List of "important movies you should see."

As a follow-up to the film and thanks to director Chris Paine's already-established wide fan base, WestMidWest Productions projects similar success in both theatrical and DVD distribution, online streaming, and digital markets. WestMidWest Productions endeavors to reach as large an audience as possible through a comprehensive marketing and hybrid distribution strategy. The film will be entered in both domestic and international film festivals.



Although WestMidWest Productions is currently considering proposals from several different distributors, the company plans to continue self-distribution as far as it can be taken. With the creation of an emerging title in the independent film industry- the Producer of Marketing and Distribution (PMD)- *Revenge of the Electric Car* is at the forefront of new models of hybrid film distribution. The film's PMD, Michelle Elizabeth Kaffko, is developing a fan base for the film, industry and vendor connections, audience demographics and data, an intense online presence, and other pre-distribution elements that will ensure rapid success for the film.

WestMidWest Productions will continue to enter discussions with established distributors and will also explore alternative post-theatrical distribution outlets that take full advantage of current technology, including but not limited to online streaming, podcasts, webisodes, and the growing social impact potential of self-distribution through the internet.



Facebook Page: [www.facebook.com/revengeoftheelectriccar](http://www.facebook.com/revengeoftheelectriccar)

Twitter Page: [www.twitter.com/revengeelectric](http://www.twitter.com/revengeelectric)

Handle: @revengeelectric

Hashtags: #electriccar, #EV

## DIRECTOR'S PRIOR WORK

*Who Killed the Electric Car?* (2006)

Written and directed by Chris Paine

Run time: 92 minutes

A searing indictment of big business and greed, *Who Killed The Electric Car?* educated and inspired over a million viewers worldwide to save the electric vehicle from oblivion and resurrect EVs as an alternative to our oil-fueled society. But where *Who Killed the Electric Car?* is a story about change failing to happen, *Revenge of the Electric Car*—told with the same humor, in an accessible and engaging narrative structure—is a story of change being allowed to happen, and how the power of grassroots movements can resurrect even the most hopeless dreams from the dead.



### Festivals and Awards

#### **Won**

Broadcast Film Critics Association Awards – Best Documentary Feature 2007

Canberra International Film Festival – Audience Award

#### **Nominated**

Environmental Media Awards – Best Documentary 2006 (Nominated)

Writers Guild of America - Best Documentary 2006 (Nominated)

*Who Killed the Electric Car?* screened at the following film festivals:

San Francisco Film Festival

Sundance Film Festival

Deauville Film Festival

Seattle Film Festival

Los Angeles Film Festival

Canberra Film Festival

Tribeca Film Festival

Berlin International Film Festival

Atlanta Film Festival

Newport Film Festival

Mountain Film Festival

## CURRENT PRESS

THE WALL STREET JOURNAL

### *'Revenge of the Electric Car' To Premiere At Tribeca Film Festival*

By Jonathan Welsh

March 15, 2011, 10:59 AM ET



The Tesla Roadster is among the stars of a documentary film about the comeback of electric vehicles.

The filmmakers behind “Revenge of the Electric Car,” which follows a group of car makers as they develop and market electric vehicles, say the film will have its world premiere at the Tribeca Film Festival in New York on April 22 — Earth Day.

“Revenge of the Electric Car” is a documentary about electric cars

directed by Chris Paine, who made a splash with his 2006 film, “Who Killed the Electric Car?” It tells the story of how electric cars are making a comeback a decade after it seemed like they were doomed by cheap gasoline and a lack of consumer interest.

The planned Tribeca premier reflects the higher profile electric cars have developed since the first film, both politically and at the consumer level.

The film crews went behind the scenes for three years at four car-making operations ranging from auto giant General Motors Co. to a guy converting conventional cars to electric power in his small shop. The main characters include Bob Lutz, former vice chairman of GM, pitching that company’s Volt electric car; Carlos Ghosn, the boss at Nissan Motor Co., which makes the new Leaf electric car; Elon Musk, head of electric sports-car maker Tesla Motors, and Greg “Gadget” Abbott, converts gasoline cars to electric power.

The filmmakers say this is not a sequel to “Who Killed the Electric Car?” Instead they say it “follows a new chapter in the history of electric cars with all new characters, cars, and stories.”

The filmmakers say the movie will make its debut during the festival’s opening weekend as its Spotlight feature documentary.

“For many people, this is year one of the electric car,” said director Paine. “For us to be playing at Tribeca in New York on Earth Day is a great sign that the electric car revolution is more than just a great story, it’s our future with less imported oil.”

## *Chris Paine Returns with 'Revenge of the Electric Car'*

By JIM MOTAVALLI

December 15, 2010

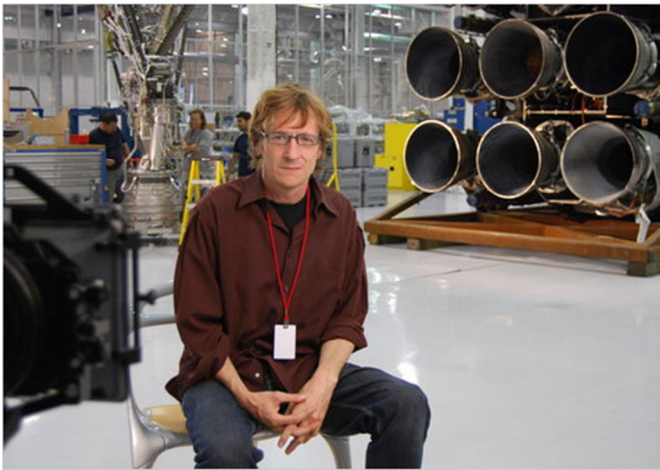
Chris Paine, director of the 2006 documentary "Who Killed the Electric Car?" says he was "shocked" by the runaway success of that film. The choice of words is appropriate, as Mr. Paine prepares that film's sequel: the far more General Motors-friendly "Revenge of the Electric Car"

Mr. Paine's cameras were there as G.M. sent its earlier electric entry, the EV1, to the crusher. The new film, which chronicles ongoing E.V. roll-outs through profiles of key industry players, will be released late next spring, though its trailer has already been produced.

Mr. Paine leveraged social media to create some buzz last Friday by posting the preview only after 10,000 people had clicked "Like" on the film's Facebook page.

"2011 and 2012 are critical years for the electric car," said Mr. Paine, an unabashed E.V. booster, who noted in conversation that the first Chevrolet Volts and Nissan Leafs have been delivered. "The game is on, and I'd like to see the new film help get us off oil and build momentum for the new generation of cars. I'd like it to be part of the big change."

Mr. Paine sees E.V.'s as part of a greater reinvention of the automobile, which he says has become a symbol of pollution and dependence on foreign oil.



The film profiles Carlos Ghosn, C.E.O. of Renault-Nissan and a major cheerleader for the company's Leaf; Elon Musk, C.E.O. of high-performance-E.V. manufacturer Tesla Motors; Robert Lutz, the former vice chairman of G.M. and electric car skeptic-turned-Chevy Volt advocate; and a wild card, Greg "Reverend Gadget" Abbott, a colorful, California-based E.V. technician who has installed batteries in cars for clients like Tommy Chong of the comic duo Cheech and Chong, and Anthony Kiedis, lead vocalist of the Red Hot Chili Peppers.

"I don't have the same politics as Bob Lutz, but if someone like him has started paying attention to electric cars, something has really happened," Mr. Paine said. "He saw the light and championed the Volt from its conception to when he retired."

The first 350 Volts are being shipped from the Detroit-Hamtramck plant this week. Mr. Paine, who drives a Tesla Roadster, called the Leaf and Volt "pretty strong entries." He continued, saying that

“There’s no way that anyone is making money on these first cars, but they didn’t make anything on the first Priuses, either.”

Mr. Paine said he had shot 400 hours of film, and though he was in the latter stages of editing, he was still shooting. The film will have a theatrical release and may be showcased at festivals, but Mr. Paine and his producers are also considering “a multiplatform, international world premiere” that would enable viewing via Netflix stream or download to PC or iPad.