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## 'Hot Rod Hybrid' racecar to appear at 'Revenge of the Electric Car' film premiere in Sarasota

Braille Battery, a Sarasota-based company, has agreed to display its record-setting Nissan Altima hybrid electric powered racecar for the Florida premiere of "Revenge of the Electric Car" at 6:30 p.m. Thursday, Jan. 12, at Burns Court Cinema, 506 Burns Lane, Sarasota.

The "Hot Rod Hybrid" (HRH) is a collaboration between Nissan North America and Braille Battery to produce the concept of a "Green" racecar. Using the Nissan Altima Hybrid Electric platform, the engineers at Braille Battery combined their racing knowledge and electrical expertise to create a production-based Hybrid Electric racecar. In 2010 the HRH won its class in the Redline Time Attack series and set the Hybrid track record at Sebring International Raceway in Florida. The HRH still holds the track record and is seen as the first true Hybrid Race Car to compete in North America.

Ray Ferreira, designer of the vehicle and Braille Battery Chief Branding Officer, comments, "The response from young and old is a testament to the overall concept that 'Going Green' can be exciting and have a broad reach with this type of vehicle." The car debuted in the Nissan booth at the 2008 SEMA show in Las Vegas. It continued to draw big crowds at the Los Angeles auto show and the Hot Import Nights show in Miami where it received a best design award. "This car shatters the perception that high performance can only be achieved with traditional fossil fuel engines," Ferreira said.

In 2006, "Who Killed the Electric Car" told the story of how car manufacturers destroyed their own vehicles. Five years later Chris Paine takes viewers behind the closed doors of Nissan, GM, Tesla Motors and others to tell the story of their battle to be the first to produce new electric models that will win over the public.

In addition to the Nissan HRH, some of today's most popular and exotic electric vehicles (EVs) will be on display outside the theater, including the Fisker Karma, Chevrolet Volt, Tesla Roadster, Nissan LEAF, a Garia LSV, electric bicycles and the latest charging stations.

Parking near the theater is limited so the public is encouraged to park in the lot at the Sarasota County Administration Center, 1660 Ringling Blvd., Sarasota. A free shuttle service to the theater will be offered from 6-9:30 p.m. by Green Hopper which uses a fleet of neighborhood electric vehicles. Owners of EVs are encouraged to park at the Palm Avenue parking garage which has electric vehicle charging stations available.

Tickets to the Florida premiere of "Revenge of the Electric Car" can be purchased online at the Sarasota Film Society web site, <http://filmsociety.org/>

For more information, contact the Sarasota County Call Center at 941-861-5000 or visit [www.scgov.net](http://www.scgov.net), keyword search Sustainability.

**Media note: A low-resolution photo of the Hot Rod Hybrid is attached. A high-resolution version is available upon request.**

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