



# ELECTRIC BYWAYS

Prepared Exclusively for GM



CREATED  
EXCLUSIVELY  
FOR



# Official Brand of the All-American Road Trip

America's Byway is a collection of the most beautiful roads in America. Designated by the Secretary of Transportation, they connect outdoor adventurers to numerous national parks, state parks and national forests. *Electric Byways* leverages these roads to accelerate EV/hybrid adoption, reduce range anxiety and align GM with iconic drives, showcasing GM's line-up on spectacular, EV-friendly byways.

## AMERICA'S BYWAYS, 184 SPECTACULAR ROADS, INCLUDING:

- Route 66
- Blue Ridge Parkway
- Lincoln Highway
- Beartooth Highway (entryway to Yellowstone)
- Pacific Coast Scenic Byway and many more...





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# Program Elements





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# Official Automotive Partner of the National Scenic Byway Foundation

Working with partners at the National Scenic Byway Foundation, along with the DOT and DOE, we will engage the public to explore *America's Byways*. *Electric Byways* aligns with DOT/DOE interests by educating the public on scenic byways *and* by encouraging EV use. The program leverages the Foundation's constituents – including all 50 state DOTs, the FHWA and a myriad of DMOs from around the country – to further align GM with the all-American road trip tradition.



# THE JOY OF DRIVING

America's coast-to-coast network of scenic byways takes you through the most beautiful parks and landscapes in the world. The National Scenic Byway Foundation supports these iconic roads and the adventures that they inspire.

To find an EV-friendly scenic byway near you, visit  
[ElectricByways.com](https://ElectricByways.com)





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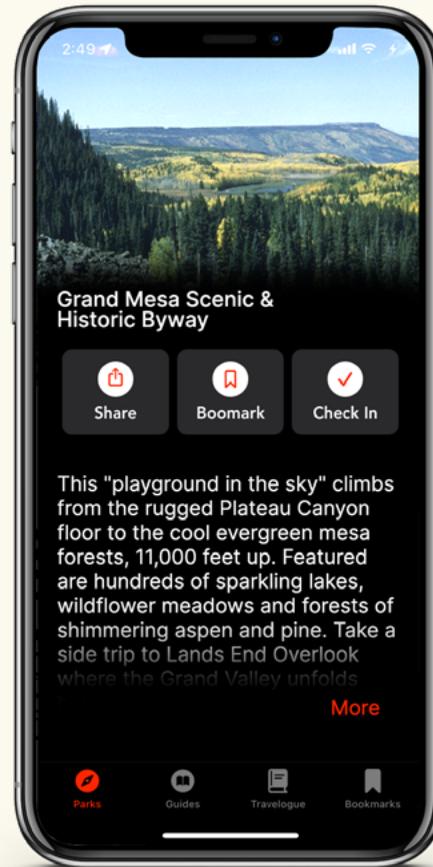


# Electric Byways Mobile App

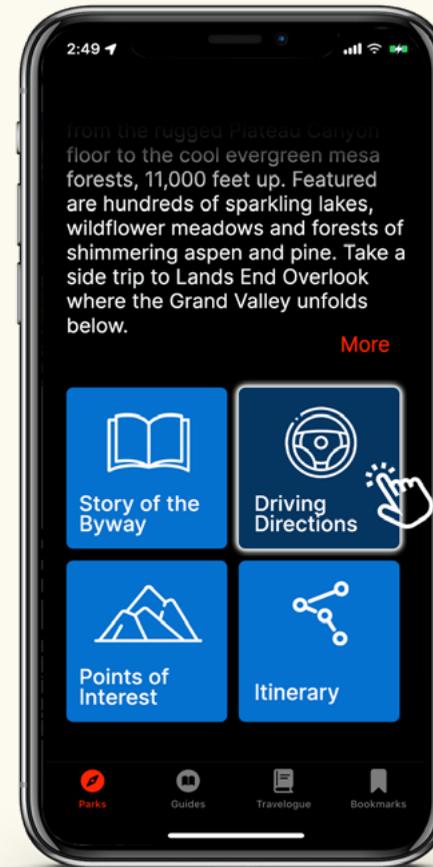
Exclusive automotive sponsorship of comprehensive app featuring national parks and EV-friendly byways with mapping/driving directions for each byway (*something that doesn't currently exist*).



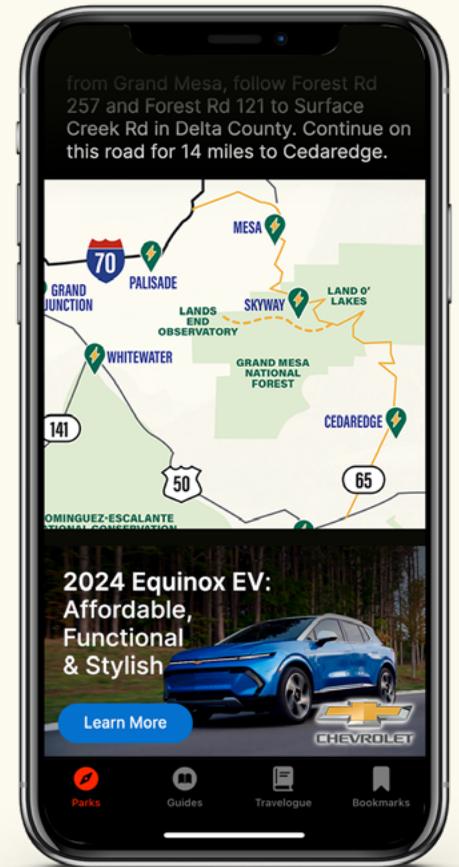
Home



Byways Home Page



Scroll to see information options



Map/driving directions





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# Targeted Exposure in High Traffic Visitor Centers

Reaching drivers while on the road through interactive AR experiences (potentially with a view from behind the wheel of a GM vehicle) and custom information panels/video displays.





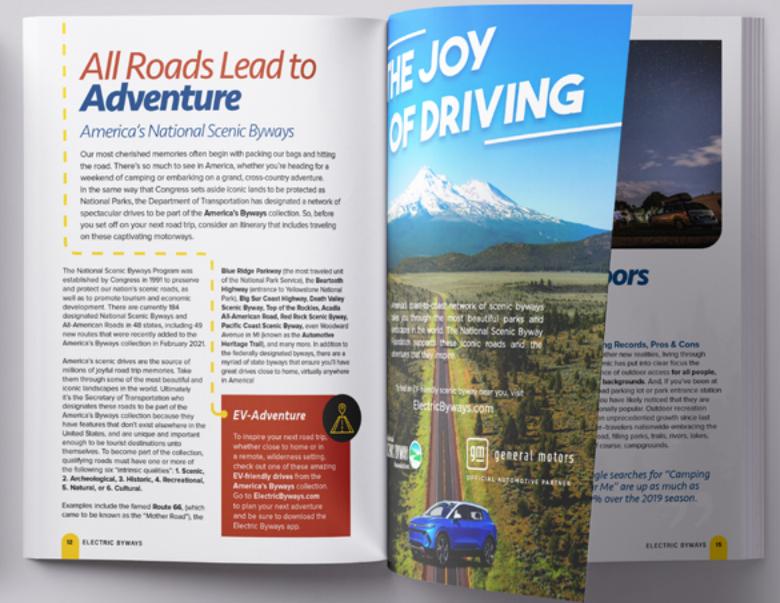
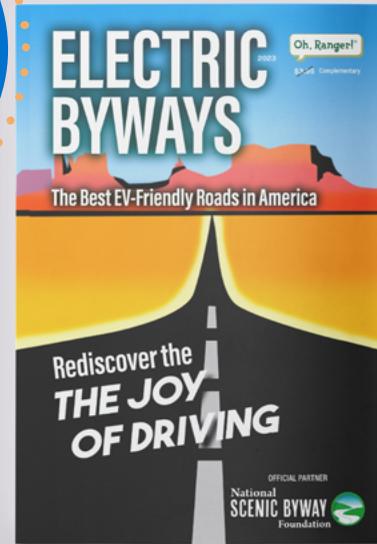
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# Targeted Media Reach of Drivers on the Road

- Exclusive messaging via targeted Wi-Fi in parks and campgrounds nationwide, with *guaranteed* reach in low-noise, outdoor environments.
- *Electric Byways guide* - part of the trusted *Oh, Ranger!* series.

Electric Byways Guide



Reach Park Visitors & Campers





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# PR, Community & Government Relations Benefits

By supporting a **key federal initiative**, a modest investment in 2023 can open doors far beyond traditional media, including the following scalable elements:

- Press event with senior DOT/DOE officials.
- Coordinated PR efforts with Foundation and government partners
- Grassroots volunteer events with DMOs and byway nonprofit partner organizations.

Authentically  
Connect With Key  
Constituents





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# Pricing

*Electric Byways* can be scaled up or down depending on desired elements and scope, and includes the right to "own" this national program on an ongoing, exclusive basis. Pricing to reflect final program elements.





**FOR MORE  
INFORMATION,  
PLEASE CONTACT:**

**Mark Saferstein**  
**Founder & Editor-in-Chief**  
[mark@americanparknetwork.com](mailto:mark@americanparknetwork.com)  
(917) 856-6656

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**Ron Frederick**  
[ron@focusmm.net](mailto:ron@focusmm.net)  
(586) 808-3478

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**Greg Swan**  
[greg@detdig.com](mailto:greg@detdig.com)  
(248) 667-2722