

FOR IMMEDIATE RELEASE



**"REVENGE OF THE ELECTRIC CAR," RELEASES
JANUARY 24 ON CABLE VOD, DIGITAL AND DVD**

**"'Revenge' is that rare artifact, a snapshot of a major industry shift on its way to a tipping point... a slick, enjoyable valentine to a retooling industry." –
*The New York Times***

December 20, 2011 – In 2006, as many as 5,000 modern electric cars were destroyed by the major car companies that built them. Today, less than five years later, the electric car is back... with a vengeance. In his latest film, following the release of *Who Killed 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.

Following a theatrical premiere in October 2011, ***REVENGE OF THE ELECTRIC CAR*** will be released by Docurama Films across Cable VOD, digital and DVD platforms on January 24.

REVENGE OF THE ELECTRIC CAR follows the race to be the first, the best, and to win the hearts and mind 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.

The film follows the electric-car renaissance through the eyes of four industry pioneers:

Bob Lutz – “Mr. Detroit” – Former Vice Chairman of GM

After losing faith on the EV1, GM designs the Volt, GM’s newest electric car program. Bob Lutz is convinced that technology can win over the public, but the challenge is winning them over after the backlash GM suffered during the recall of the EV1 in 2000.

Carlos Ghosn – “The Warrior” – CEO of Nissan

Carlos Ghosn believes electric cars can be affordable and mass-marketed, but is also realistic about what is at stake. Although he is taking a huge risk and gambling with billions of dollars and thousands of jobs, he introduces the Nissan LEAF, which he believes will bring recognition and a huge return for the company.

Elon Musk – “Rocket Man” – CEO of Tesla Motors

Founded in 2003, Tesla Motors is Silicon Valley’s answer to Detroit. Headed by dot-com entrepreneur Elon Musk, the company produces electric cars with big expectations, but struggles with the realization of how expensive and stressful it is to put automobiles into production. While at the brink of failure, Musk must decide whether his investments and loans will pay off in the long run.

Greg “Gadget” Abbott – “The Outsider” – Independent Converter

In the last couple of years, Greg Abbott has converted numerous cars from gas power to electric at his warehouse in California. After a devastating fire burns down his warehouse and destroys his cars, he must start over and rebuild his life.

Narrated by Tim Robbins, the film features celebrities and politicians including Adrian Grenier, Danny DeVito, Arnold Schwarzenegger, Jon Favreau, Anthony Kiedis, Talulah Riley, California’s Lt. Governor Gavin Newsom, and Phil Bredsen, former governor of Tennessee. The film also features interviews from industry analysts and columnists including Dan Neil of *The Wall Street Journal*; Thomas Friedman of *The New York Times*; Ray Wert of Jalopnik.com; Owen Thomas of Vallewag and Michelle Krebs of Edmunds.com.

The film premiered at the Tribeca Film Festival and won Best Documentary at the Environmental Media Awards. It was also an official selection at Silverdocs, Starz Denver Film Festival, and other international film festivals. The film makes its TV debut in April 2012 on PBS.

REVENGE OF THE ELECTRIC CAR is directed by Chris Paine; produced by Jessie Deeter and P.G. Morgan; executive produced by Stefano Durdic; written by P.G. Morgan and Chris Paine; edited by Chris A. Peterson. The DVD includes deleted scenes, celebrity interviews,

Tribeca Film Festival Panel with Elon Musk, Dan Neil, Carlos Ghosn, actor David Duchovny, and Chris Paine.

Pricing: \$29.95 US
Runtime: 90 mins. + extras
Rating: PG-13
Catalog #: NNVG 262651
Language: English
Color: Color
Audio Format: Dolby Digital 2.0 Stereo
Genre: Documentary

About Docurama Films

In 1999, **NEW VIDEO** launched **Docurama Films**® with the first feature documentary ever available on DVD: D.A. Pennebaker's *Bob Dylan: Dont Look Back*. Twelve years and 300 award-winning, highly-acclaimed titles later, Docurama continues to discover and release the greatest non-fiction films of our time while spreading the word about filmmakers who are taking the form to new heights. Docurama's catalog features an topics including the performing and visual arts, history, politics, the environment, ethnic and gender interests, and all-time favorites including *The Wild Parrots of Telegraph Hill*, *Andy Goldsworthy: Rivers and Tides* and *King Corn*. Recent titles include the 2011 Oscar®-nominated film, *Gasland*, and the theatrical release of *Hell and Back Again*.
www.docuramafilms.com

About New Video

Celebrating its 20th anniversary in 2011, New Video is a leading entertainment distributor and the largest digital aggregator of independent content worldwide. Headquartered in New York City, with an international presence in 45 territories, the company delivers feature films, TV programs and web originals via digital download, streaming media, video-on-demand, Blu-ray and DVD, and theatrical release. New Video streamlines the distribution and marketing process for filmmakers, producers and brand partners to bring a wide variety of fresh content to new audiences. The company's library includes original TV series and movies from A+E® Home Entertainment, HISTORY™, and Lifetime®, unforgettable games and trophy sets from Major League Baseball®, storybook treasures from Scholastic®, award-winning documentaries from Docurama Films®, Arthouse Films, and Plexifilm, next-gen indies and web hits from Flatiron Film Company®, the best in Chinese cinema from China Lion, and festival picks from Tribeca Film. New Video is proud to distribute the 2011 Oscar®-nominated films *Gasland*, *Waste Land* and, on digital, *Restrepo*.
www.newvideo.com.

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