

# Participants: 14 (8-eBikes | 6 NEV)  
 TestPeriod / Group: 90 Days  
 Number of Groups: 3 (9 Month Total)

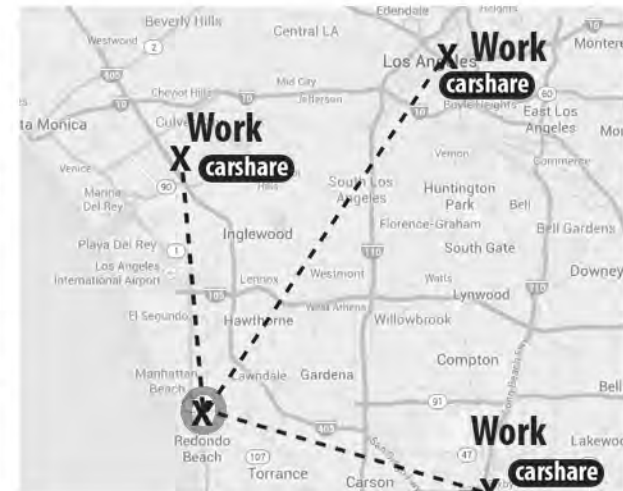
## HOUSEHOLD SECOND CAR



**DO NOT DRIVE**

south bay

# TRANSPORTATION BUNDLE



NEV



e-Bike



### Marketing by Youth SCENARIOS



## CAR CRAZY™

Support Group | WebsiteTV

## CHALLENGE

