



# ELECTRIC RECREATION



**SOUTHERN NEVADA  
CLEAN CITIES COALITION**

 An All-In Clark County Initiative

THURSDAY, OCTOBER 19, 2023

# OVERVIEW

- Clean Cities Introduction
- Presentations
- Q&A



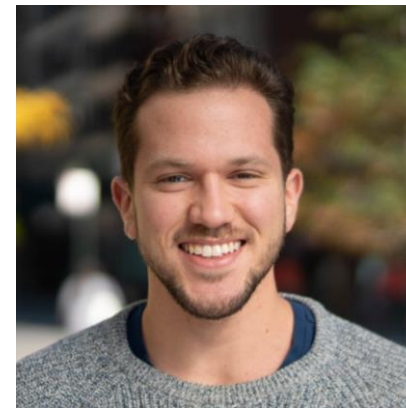
**Todd Lemay**  
President,  
TerrainHopperUSA



**Arne Landboe**  
Customer Relationship Manager,  
Pure Watercraft



**Lou DeCuzzi**  
President, DRR USA



**Sam Shapiro**  
Founder, Grounded RV

- National network through the US Department of Energy
- Goal:
  - Reduce petroleum fuels
    - Approved alternative fuels
    - Idling reduction
- Purpose:
  - Reduce dependence on foreign oil
  - Provide cleaner air
  - Lower greenhouse gas emissions
- 75 Coalitions in the United States
  - ...but (UNTIL RECENTLY!) no representation in Nevada
- Clark County is currently working towards a designation- and has earned an apprentice designation into the Clean Cities network!



# HOW TO PARTICIPATE?

Quarterly Stakeholder Meetings

Online Programming

In-Person Events

Join a Working Group

Opportunities to support, present & host





## WANT TO LEARN MORE?

Visit our website by scanning this QR code

Email [Nicole.Wargo@ClarkCountyNV.gov](mailto:Nicole.Wargo@ClarkCountyNV.gov)





# BETTER BOATING

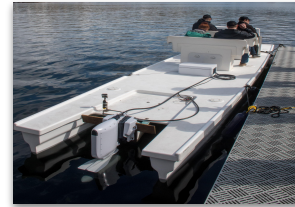
CLEAN. QUIET. POWERFUL.





# Pure's History

Far more seasoned than your average start-up



Andy Rebele founds  
Pure Watercraft

Cobalt

New battery pack

Product testing

GM Investment

2011

2021

First prototype

Decision to develop  
all components

Alpha outboard

Launch





# Electric Boats and Outboard Motors

We serve customer by building & selling integrated boats or outboards to repower existing hulls

Segments

## Pure Boats



## Third-Party Boats



## Outboard Repowers



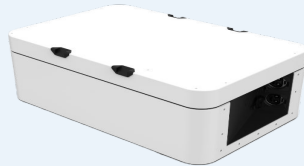
System Components

## The Pure Outboard: Integrated Electric Marine Propulsion System

### Throttle



### Battery



### Charger



### Outboard







### 4 Software



# Current Pure Customer

Use cases we commonly cater to

	Customer	Reference Customer	Lake Name
B2C Pontoon		"PC" is a leisure boater in Minnesota. He repowered his Bennington pontoon boat with a 1-battery Pure Outboard system.	O'Brien Lake (Northern Minnesota)
B2C Fishing		"CG" is a competitive all-electric angler from Baltimore. He repowered his jon boat with a 2-battery Pure Outboard system.	Loch Raven, Prettyboy, and Liberty Reservoirs (Baltimore)
B2C Other		"HR" is a recreational boater in Minneapolis. He purchased a Pure Watercraft-Highfield rigid inflatable boat.	Lake Minnetonka (Minneapolis)
B2B Coaching		The University of Washington Rowing Program has repowered 4 of their 12 Still Water coaching launches with 1-battery Pure Outboard systems.	Lake Washington (Seattle)

# Boating in NV

Locations where Pure's products could immediately be in use



## Lake Mead

- 5+ Major Marinas
- Pontoon boating, fishing
- Supplies ~90% of Southern NV's drinking water



## Lake Las Vegas

- Rowing, sailing and leisure boating
- Relaxing community
- Small area



## Lake Tahoe

- Major boating hub
- Pontoons, fishing and RIBs all applicable
- Keep Tahoe Blue

# Hands-on Approach

Proudly Direct-to-Customer



# Immediate Service

Via Bluetooth pairing to the Pure App



# Connect with Us

Let's discuss the way you boat and how our products might help!

- [Purewatercraft.com](https://purewatercraft.com)
- [arne@purewatercraft.com](mailto:arne@purewatercraft.com)

Adult Electric ATVs/UTVs

# Benefits of EV Off-road Vehicles



Presentation for Clark County's  
Department of Environment and Sustainability



# Why Electric Off-road Vehicles (ORVs)?

Sustainable, efficient, quieter alternative.



Completely silent, no noise pollution



Zero fuel



No harmful emissions







# Uses/Benefits

Designed for eco-tours, parks, farming, search & rescue, government and defense, environmental conservation, agriculture

- Lower operating costs than gasoline
  - Less parts and maintenance
- Charging cost is cheaper than using fuel
- Comparable mileage range
  - 50 miles
- Quick charge time
  - 4-6 hours depending on model
- 2x4, 4x4, UTV options
  - Alternative speed options for different uses
    - 4kW, 5kW, 7.5kW





## Customer Experiences

- Safe for vineyards/farms because there is no fuel/gas that can contaminate crop
- Quiet, won't disturb wildlife
- Can be used in greenhouses since there are no emissions





# Company History

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Founded in 2000 in Brunswick, OH, with over 23 years of experience, **DRR USA** designed and patented the only electric **ATV** and **UTV** legal in the US.

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**DRR USA** started by developing the nation's best youth **ATV** and is now the world leader in legal adult electric ATVs and UTVs.

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Approved by the Consumer Product Safety Commission and meets ANSI-2017 Standards.

[www.DRRUSA.com](http://www.DRRUSA.com)



# Our Vehicles

- ATVs
  - EV Adventure 2x4
  - EV Safari 4x4
- EV Pathfinder UTV
- EV Enduro Motorcycle



Questions?



# Electric RVs



# Problem with gas-powered RVs



## Pollutive

Campers care about nature,  
but have no clean options



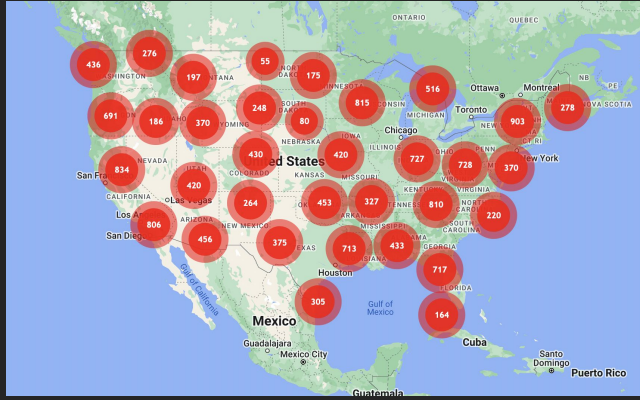
## Unreliable

RV maintenance is cumbersome,  
and breakdowns are stressful &  
expensive

Tens of millions of tons of CO<sub>2</sub> emitted from RVers in the USA alone every year,  
and billions of tons of CO<sub>2</sub> emitted from the travel industry at large.



# Why RVs are the perfect EV use case



13,000 RV parks in the country with electrical hookups (up to 12kW)

100kWh charge while you're sleeping or hanging out in your house!

54% of RV owners take trips less than 200 miles.<sup>1</sup>



<sup>1</sup> <https://fordauthority.com/2022/01/winnebago-e-rv-concept-debuts-as-ford-e-camper-alternative/>

# Grounded G2: 250+ mile range

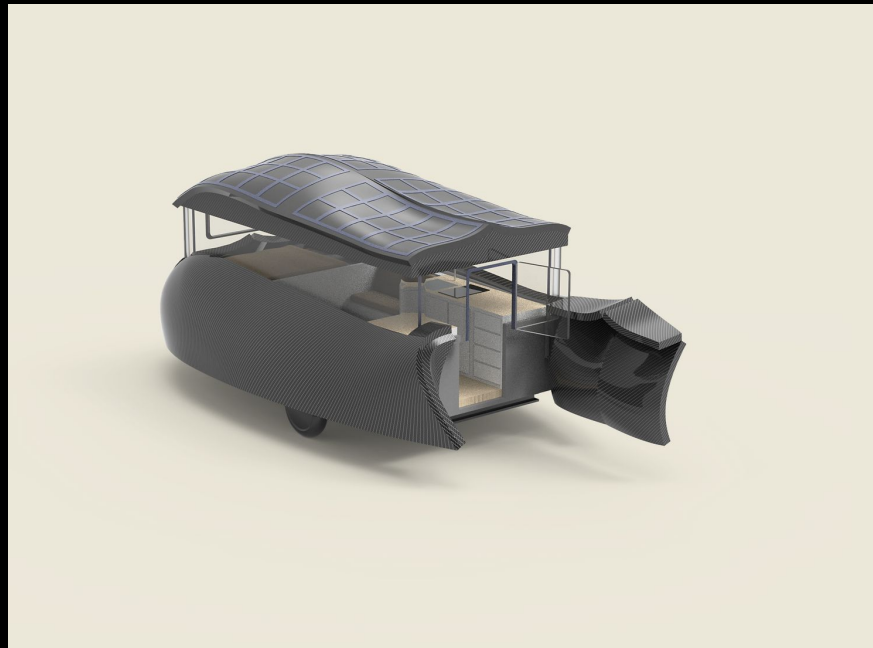












# UPCOMING

- Get to Know RTC (webinar)
  - Thursday, November 30
  - 12 - 1:30pm







# THANK YOU!

Nicole Wargo

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Director, Southern Nevada Clean Cities Coalition

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