

Could 2020 be the year you purchase an electric vehicle?

Let LG&E and KU's online Marketplace help you decide

(LOUISVILLE, Ky.) – Choosing the right new car can be a challenge but making a switch to an electric vehicle (EV) can feel even more complicated. That's why Louisville Gas and Electric Company and Kentucky Utilities Company are launching a new EV section of the utilities' online Marketplace to help.

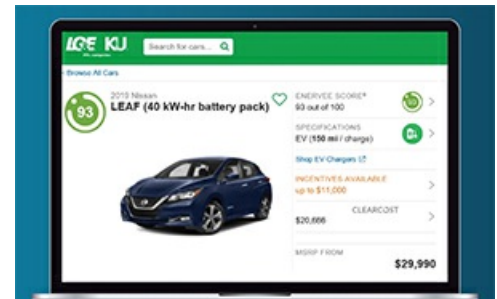
Introduced in [November 2019](#), the LG&E and KU Marketplace provides a one-stop-shop for those looking for energy-smart buys on a variety of items. Created in partnership with energy efficiency data and customer engagement platform company Enervee, Marketplace analyzes data on appliances and electronics. Now, the newly added EV portion of the site provides information to help customers learn about the efficiency and cost savings associated with buying and owning an EV as compared to a gas-powered vehicle.

"As our customers, and consumers in general, consider transitioning to more energy and fuel-efficient technology, like electric vehicles, we know a big part of making those decisions involves gathering enough information to feel certain it's the right choice for themselves and their families," said LG&E and KU Vice President-Customer Services Eileen Saunders. "That's why we've partnered with Enervee to provide this platform to our customers and empower them with all the information they need, in one place, to make their energy-related decisions."

The site pulls data from 2,300 conventional, hybrid and electric vehicles and provides side-by-side comparisons on criteria that interest customers most. The platform's one-of-a-kind Enervee Score rates each vehicle's efficiency on a scale from 0 to 100, with higher scores indicating the most efficient models based on things like lower fuel costs and fewer emissions.

It also links direct to TrueCar so users can see the average market cost for vehicles they're interested in and find local dealerships. Users can also find other important information for EV drivers including retailers that offer home charging stations and a map of public EV charging station locations.

Consumers interested in researching electric vehicles can visit lge-ku.com/marketplace today and select "Cars" under the "Our Sites" menu.



The LG&E and KU Marketplace: Electric Vehicle Section

- Explore data from 2,300 conventional, hybrid and electric vehicles
- Run a side-by-side comparison of vehicles
- Check out Enervee rating — indicating the most efficient models based on things like lower fuel costs and fewer emissions.
- Determine which vehicle is right for you and where you can purchase it

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Louisville Gas and Electric Company and Kentucky Utilities Company, part of the PPL Corporation (NYSE: PPL) family of companies, are regulated utilities that serve nearly 1.3 million customers and have consistently ranked among the best companies for customer service in the United States. LG&E serves 328,000 natural gas and 414,000 electric customers in Louisville and 16 surrounding counties. KU serves 555,000 customers in 77 Kentucky counties and five counties in Virginia. More information is available at www.lge-ku.com and www.pplweb.com.

For further information: call the LG&E and KU media hotline at 502-627-4999.