



May 22, 2021

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THE AMELIA'S "TAKING CHARGE PARADE" CELEBRATES TODAY'S INNOVATIVE ELECTRIC VEHICLES

Jacksonville, FL – On Sunday, May 23, The Amelia Island Concours d'Elegance will feature the latest in electric vehicle design and performance as manufacturers introduce their electric vehicles during The Amelia's first-ever "Taking Charge Parade." Created to complement The Amelia Island Concours d'Elegance celebration of the history of the electric car, the "Taking Charge Parade" takes the "It's Electric" class into the year 2021 and beyond.

Photo: 1895 Morris and Salom Electrobat IV America on Wheels Museum



Anchoring the historic occasion is the 1895 Morris and Salom Electrobat IV from the America on Wheels Museum in Allentown, Pennsylvania, believed to be the oldest electric vehicle in existence. Morris & Salom's early electric vehicles were at the cutting edge of nineteenth-century experiments with electric-powered transportation, receiving a patent in 1894. The duo's final model, the innovative Electrobat IV ran on two electric motors powered by a 350-lb battery. The lightweight vehicle had a range of 20 to 25 miles and a top speed of 15 to 20 miles per hour.

Morris and Salom's Electrobat paved the way for continual innovation. Although the electric vehicle's role would diminish as the internal combustion engine rose to prominence, the goal of building zero-emissions vehicles that could be driven at high speeds over long distances without fossil fuels was kicked down the road but never forgotten.

Thanks to rapidly evolving technology in the hands of innovative manufacturers, today's electric vehicles are beautifully styled, comfortable and feature performance that is on par or exceeds their gas-powered counterparts. Like a pickup truck with 11,500 lb-ft of torque that can travel from a stop to sixty miles per hour in three seconds. Or a family-friendly SUV with a 230-mile range and excellent driving dynamics for less than \$40k with incentives. How about a stunning luxury sedan that can achieve over 500 miles of range on a single charge and posts a quarter-mile time that bests many supercars?

The Amelia's 2021 Taking Charge Parade will feature:

Bollinger B1

Presented by Robert Bollinger, CEO, Bollinger Motors

Photo courtesy of Bollinger Motors



Cadillac LYRIQ

Presented by Mark Reuss, President, General Motors
Michael Simcoe, Vice President of Global Design, General Motors

Photo courtesy of General Motors



Ford Mustang MACH-E

Presented by Jim Farley, CEO, Ford Motor Company
Hau Thai-Tang, Chief of Product Platform, Ford Motor Company

Photo courtesy of Ford Motor Company



GMC Hummer EV Pickup and SUV

Presented by Mark Reuss, President, General Motors
Michael Simcoe, Vice President of Global Design, General Motors

Photo courtesy of General Motors



Lucid Air

Presented by Derek Jenkins, Senior Vice President of Design, Lucid Motors

Photo courtesy of Lucid Motors



MINI Cooper SE

Presented by Patrick McKenna, Department Head, Marketing, Product and Strategy, MINI USA

Photo courtesy of Mini USA



Porsche Taycan

Presented by Pedro Mota, Vice President of Marketing, Porsche Cars NA

Photo courtesy of Porsche Cars NA



Superformance MKIII-E Electric Cobra

Presented by Lance Stander, CEO of Superformance LLC, Shelby Legendary Cars and Hillbank Motor Corporation.

Photo courtesy of Superformance



Volkswagen ID.4

Presented by Mark Gillies, Acting Head of Communications, Volkswagen Group of America

Photo courtesy of Volkswagen



Hispano-Suiza Carmen

Additionally, the president of Hispano-Suiza, Miguel Suque Mateu, will address the audience from Barcelona Spain, due to current travel restrictions.

Photo courtesy of Hispano-Suiza



[About The Amelia Island Concours d'Elegance](#)

THE AMELIA is held May 20-23, 2021 at The Ritz-Carlton, Amelia Island and The Golf Club of Amelia Island. The show's Foundation has donated over \$3.75 million to Community Hospice & Palliative Care, Spina Bifida of Jacksonville and other local and national charities since 1996. To learn more about the Amelia Island Concours d'Elegance, visit www.ameliaconcours.org.

The Amelia Island Concours d'Elegance | 904-636-0027 | [E-mail](#) | [Website](#)