

//CUSTOMIZED ELECTRIC VEHICLE CASE STUDY



- + BEST LINE EQUIPMENT
- + PROCTER & GAMBLE
- + GEM ELECTRIC VEHICLES



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//CASE STUDY PROCTER & GAMBLE

COMPANY PROFILE

Procter and Gamble (P&G) was established in 1837 when two men, William Procter and James Gamble, signed a partnership agreement forming a family-owned business that today supports the world's best known household items, pet foods, cleaning agents, and personal care products. Some of their top brands include Crest, Dawn, Ivory, Pampers, and Tide. P&G is an American multinational consumer goods company headquartered in Cincinnati, Ohio.

BUSINESS SITUATION

P&G has a 50+ acre infirmary facility located in Mehoopany, Pennsylvania. For the size of the location, it's challenging for the Emergency Response Unit to efficiently transport employees from one side of the campus to the other, in a timely manner. In 2013, P&G contacted Best Line Equipment to build a custom GEM utility vehicle to provide suitable transportation for their injured employees.

THE PLAYERS

P&G needed a solution to design and build an energy efficient vehicle to suit their needs. They decided to work with Best Line Equipment, Penn American, and GEM.

Best Line Equipment, headquartered in State College, PA, is the area's premier equipment rental, sales, service and parts provider serving all of Pennsylvania and seven surrounding states. The eleven location equipment business serves the industrial, oil & gas, construction and residential industries. Best Line is a full line utility vehicle dealer for brands like Polaris, Bobcat, Cushman and GEM Electric Vehicles.

Penn American, a 26-year old metal fabrication company who specializes in fabrication and installation to all types of industrial and manufacturing operations, was chosen to build-out the vehicle.

“Best Line Equipment specializes in industrial rental, sales, and service; that's why P&G chose Best Line to complete this project. With our close relationship with Penn American, and knowledge in GEM® utility vehicles, we were successful in fabricating modifications to custom build the vehicle.”

Dave Ramer, Sales Representative at Best Line Equipment.

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//ABOVE

BEST LINE PARTNERED WITH PENN AMERICAN FABRICATION TO PRODUCE A CUSTOM WORK BED.

//BELOW

WITH THE MOST PAYLOAD CAPACITY OF ALL GEM® LIGHT UTILITY MODELS, 1,450 LBS, THE GEM® EL XD IS A WORKHORSE READY FOR THE LONG HAUL.





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//LEFT
DAVID WILBUR, P&G MEDIC, MEHOOPANY, PA, STANDING WITH THE COMPLETED CUSTOMIZED POLARIS GEM® VEHICLE FOR P&G INFIRMARY.

Polaris GEM vehicles are the market leader in the low-speed vehicle (LSV) industry, which are now street legal vehicles in the state of Pennsylvania. Transporting passengers, moving cargo or performing essential tasks, Polaris GEM® compact electric vehicles set the benchmark for the competition. Designed with meticulous attention to detail and engineered for high-performance reliability, these street-legal transport and light utility vehicles are purpose-built to get the job done.



THE SOLUTION

Best Line Equipment, in association with Penn American, designed and built a multi-purpose GEM eLXD utility vehicle that met all of P&G's requirements.



With a small carbon footprint, 70" x 48" flatbed with 1,100 lbs. cargo capacity, Polaris GEM® electric cars are very quiet. For less than two cents a day, the cars emit no pollution, and have a 64% lower cost of ownership compared to a standard vehicle. The Polaris GEM® vehicle make it ideal for P&G to navigate across their expansive campus in order to perform a wide range of tasks for their emergency department.

//ABOVE
LSV COMPLIANT VEHICLE
THE GEM®eL XD MEETS ALL THE LEGAL SAFETY REQUIREMENTS TO BE OPERATED ON ROADS POSTED 35 MPH OR LESS.

With hard work, dedication, and lots of fabricated metal, Best Line Equipment and Penn American completed the project in just 12 weeks.

THE RESULT

P&G is thoroughly pleased with the success of the project. The vehicle is successful transporting injured employees from one side of the campus to the other in a safe and time-efficient manner. The customized carrier holds various medical supplies, making it easier for the medics to have proper access to their tools, and the added Amber Security Light completes the visibility for the emergency vehicle on campus.





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//CONTACT

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Since the completion of the project, the GEM electric utility vehicle will be legal to drive on Pennsylvania state roads starting May 1, 2015. According to the LSV law, the four wheeled electric vehicle has a maximum design speed of not less than 20 MPH and not more than 25 MPH, and complies with the Federal Safety Standards. This vehicle is allowed to operate on streets marked 35 MPH and under, and must have a designation from the manufacturer that it is an LSV unit. Other specifications on this law are available by visiting the Pennsylvania state website www.dmv.state.pa.us.

