

FOR IMMEDIATE RELEASE

Convert your own car to electric for 60% less than a new EV.

Los Angeles, CA – August 20, 2024 – ConZen, a New York-based startup, will enable consumers to economically and conveniently convert their gasoline-powered vehicles to electric. The company’s first platform will be used half ton pickup trucks like the Ford F150 and Chevy Silverado.

Company ad line: “Turn your own gas pickup into a 600HP electric beast for one third the price of a new Cybertruck or Ford F150 Lightning EV.”

A Growing Market for Vehicle Conversions

Today, over 250 companies and shops worldwide are involved in the electrification of used school and transit buses, class 8 semi-trucks, UPS trucks, delivery vans, Ferraris, antiques, exotic cars and others. ConZen electric performance is expanding this market to all consumers by offering affordable conversion options for any gasoline vehicle.

Economic benefits

Converting a gasoline half-ton pickup truck to electric with ConZen is priced between \$18,500 and \$25,500, about a third the cost of purchasing a new electric pickup from major manufacturers such as Ford, Tesla, Rivian, Dodge or GM, which range from \$59,000 to \$98,000. A converted half-ton pickup can avoid burning 1,000 gallons of unleaded fuel annually or anywhere from \$3,400 to \$4,800 against annual charging costs of \$1,200 to \$1,600.

“The first company to offer mass consumer gasoline vehicle conversions...”

ConZen Business Model

The company plans to operate through a franchised chain of branded “Conversion Centers” located at car dealerships across the United States, providing installations and conversion services. Additionally, the company will offer online sales to state and corporate fleets, as well as independent shops for self-installation. There are over 25 million half-ton pickups on the road today.

“There are 280M gasoline vehicles on US roads, the industry now has the technology to economically convert any of them to electric...” Thomas Storey (Founder Conzen)

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ConZen Electric Performance (@ConZen-Auto) – Youtube

About: ConZen electric performance is a leading startup working to provide economical and convenient electric vehicle conversion solutions. With a mission to make electric vehicle technology accessible to all, the company will offer innovative conversion packages through a nationwide network of franchised centers and online sales channels.

This press release is ready for distribution to Associated Press (AP) Bloomberg News, UPI and others highlighting ConZen's innovative approach to vehicle electrification and its potential impact on the automotive industry.