

PRESS RELEASE

For Immediate Release

August 1, 2011

MEDIA CONTACT

Abbi Hertz, O'Rorke

(310) 557-3010

**Drive the Vehicles of the Future, Today at
City of Santa Monica's AltCar Expo**

*Distinct Opportunity for the Public to Test Drive the Largest Collection of
Alternative Fuel Vehicles in the U.S*

SANTA MONICA, Calif. – The sixth annual Alternative Transportation Expo and Conference (AltCar), invites the community to test drive the alternative transportation vehicles of the future, today. The event is the best attended and the most extensive presentation of across the board alternative technology vehicles, alternative transportation, urban planning, energy efficiency and carbon footprint reduction options. Just five years ago, attendees were exposed to a snapshot of the future of alternative transportation, and that snapshot is realized today – this year attendees can ride, drive *and* purchase vehicles at the event. The cutting-edge event will also feature hard-hitting panels of experts addressing solutions to energy and transportation issues while working towards forward moving legislation.

Held from 10 a.m. to 5 p.m. on Friday September 30 and Saturday, October 1 at the Santa Monica Civic Center, admission to the zero-waste AltCar Expo is free and open to the public. The 2010 fanfare drew more than 12,000 people to see vehicles now available for purchase such as; Honda GX, Nissan LEAF, Chevy Volt, Ford Transit Connect Electric and vehicles off-the-beaten path such as the Malupe Trike, Wheego Electric Cars and Vintage Hybrids conversion kit.

This year, more than 35 retailers including Chevrolet, Ford, GM, Honda, Mercedes, Nissan, BMW, Mini Cooper and Toyota will be on display with many of their latest models available for test-drive. In addition, many alternative manufacturers such as Coda and Good Earth Vehicles will present all of their alternative fuel vehicles including electric and natural gas.

Sponsors include Los Angeles County, and County Mayor Michael D. Antonovich will keynote the first day of the event.

“Driving and vehicle emissions is the topic of heavy conversation in 2011, especially here in Los Angeles County,” Antonovich said. “AltCar is an opportunity for municipalities to learn more about best practices and for the public to gather and discover more about what’s being done in the world of alternative transportation, and what they can take advantage of today.

Highlight of this year’s AltCar Expo include:

- Part two of the Nissan LEAF Drive Electric Tour
- Toyota’s plug-in Prius featuring an extended EV mode will be available for Ride and Drive
- Unveiling of the Fuel Cell Partnership
- Mercedes’ B-Class F-CELL hydrogen fuel cell vehicle currently available for consumers to lease will be present for Ride and Drive.
- The world’s first sports luxury plug-in hybrid car – the Fisker – will be available for Ride and Drive

- General Motors’s youthful custom display will showcase the "Volt" and other alternative fuel vehicles with a DJ, food and more.
- Ford will display its Transit Connect Van commercial vehicle
- American Institute of Architects-Los Angeles Committee on the Environment (AIA COTE) will offer a Bike Session entitled “Slow down, bike safely, enjoy the city” on Saturday that also qualifies for Continuing Education Units (CEU).
- Expo attendees who ride their bike or take public transportation can win high-value prizes

Outside the event showroom, attendees will have the opportunity to drive and purchase the most fuel efficient vehicles. Vehicles and fuel types represented will include hybrid, electric, hydrogen, compressed natural gas, propane, plug-in hybrid, fuel cell and high MPG gasoline. Other eco-friendly vehicles like bicycles, mopeds and scooters will also be on display.

“AltCar Expo is widely recognized as the premiere event of its kind—it serves as a platform for the public and private sectors to come together to discuss best practices and policies, while allowing the public to drive never-before-seen technologies,” said City of Santa Monica Fleet Superintendent, Rick Sikes. “We are offering viable energy or transportation alternatives to municipalities and the public that are currently available for purchase. We hope that by setting a positive example and opportunity, both will take advantage of cost-saving, low-polluting vehicles for their fleets or private vehicles.”

Focus On Fleets Conference

The “Focus on Fleets” conference, presented by APWA, NAFA Pacific Southwest Chapter and MEMA, will take place on Friday, September 30. In addition to featuring a keynote speech by Antonovich, the conference will spotlight:

- A roundtable discussion moderated by Rick Teebay from Los Angeles County office of Sustainability. Clean Cities stakeholders and others will share best practices, challenges and successes, and funding for alternative fleet vehicles.
- Renowned “green” architect Eric Corey Freed will speak during the lunch hour about “Spills, Sins & Starbucks” - how we designed our cities around oil
- City of Santa Ana Fleet Manager and MEMA Board President, Rick Longobart will moderate the “Fleet Challenges and Successes” session.
- At the Ride & Drive attendees can test-drive the newest and soon to be on the market sustainable options in cars from major manufacturers and alternative new companies, with many cars for sale to fleets at the show.
- First-ever Fleet and Municipality Community Meeting will allow for Q&A between consumers, manufacturers and the public.
- Conference partners include the Southern California Association of Governments (SCAG), Clean Cities, California Energy Commission (CEC), Municipal Equipment Maintenance Association (MEMA), NAFA Pacific Southwest Chapter Fleet Management Association, and American Public Works Association (APWA).

Event sponsors include GM, Nissan, Toyota, Ford, SCAG, So Cal Clean Cities, BMW, California Fuel Cell Partnership, NAFA Pacific Southwest Chapter, MEMA, APWA, Metro & Los Angeles County.

For further information, visit www.altcarexpo.com or call (310) 390-2930.

###