



**Contact:** Ruben Aronin  
The Better World Group  
[ruben@betterworldgroup.com](mailto:ruben@betterworldgroup.com)  
818.563.9111

**-For Immediate Release-**

## **PLUGGING-IN TO FIGHT HIGH GAS PRICES AND POLLUTION**

### **Over 50 Mayors and Elected Officials from Dozens of California Cities Preparing to Make Their Cities Plug-in Vehicle Ready to Create Jobs, Improve Air Quality and Put Electric Vehicles in the Fast Lane**

Los Angeles, CA (May 8, 2012) – As Californians struggle with paying \$4 or more a gallon for gasoline, more than 50 local officials and leading state policy makers gathered yesterday at the LA Convention Center to learn how to prepare their cities to take advantage of the opportunities presented by the emerging market in plug-in vehicle technologies. The group heard from various state and local leaders and received an insider tour of the International Electric Vehicle Symposium (EVS26), the world’s largest event showcasing electric drive technologies and featuring more than 3,000 industry experts, policymakers and media.

LA City Controller Wendy Greuel, Long Beach Mayor Bob Foster, and Marin County Supervisor and Bay Area AQMD Chair John Gioia, joined mayors, city council members and county supervisors from all over California, along with leaders from the California Public Utilities Commission, California Air Resources Board and local air districts to discuss incentives available to local governments to help them become plug-in electric vehicle (PEV) ready and to capitalize on the economic and environmental benefits the transition to these cleaner vehicles can deliver to communities. The group also engaged with global industry leaders to learn about current and cutting-edge electric vehicle, battery and charging station technologies including General Motors, Toyota, Nissan, Mitsubishi Motors, CODA Automotive, Coulomb Technologies, BMW, BYD, and all of the state's major utilities.

Prior to touring some of the 200 exhibits and electric vehicles, attendees gathered to hear from some of California’s leading proponents of electric vehicles. LA City Controller Wendy Greuel welcomed officials by saying, “we have to envision what the future of LA, the future of California and the future of our nation is going to look like. Sometimes government needs to do things differently...more efficiently. We need to welcome electric vehicles and PEVs in LA to make sure the infrastructure is ready.”

“You’re going to be the leadership in California to really move us towards electric vehicle implementation,” said John Gioia. “That’s why this event is being held.”



“Investment in electric vehicles is already creating significant job and investment opportunities in California,” said Diane Wittenberg, Executive Director, California Plug-In Electric Collaborative. “In the first half of 2011 alone, California attracted 69% of the world’s venture capital investment for electric vehicles, or \$467 million dollars.”

Ron Nichols, General Manager for LADWP concluded the event saying, “we’re trying to take the anxiety out of disconnecting from the fuel fill to plugging into electricity. We are doing everything we can to put electric vehicles in the fast lane.”

The Mayors were joined by heads of the local utilities to discuss ways to advance electric vehicles in California’s cities to help save money and reduce air pollution. Approximately 47 million gallons of fuel are burned every day in California creating more than five million pounds of pollutants each day. Largely due to traffic pollution, California is home to some of the worst air pollution in the nation contributing to at least 9,200 premature deaths every year.

Cities and communities represented included Bell, Brea, Buena Park, Burbank, Calabasas, Carson, Cerritos, Commerce, Contra Costa County, Cudahy, Duarte, Hawthorne, Inglewood, Lake Elsinore, Long Beach, Los Angeles, Manhattan Beach, Monrovia, Newport Beach, Oxnard, Rancho Palos Verdes, Redlands, Seal Beach, Signal Hill, South Pasadena, and Whittier.

After housing and food, gasoline and health care are the next highest expenses for most California families. When families and businesses spend less on fuel and health care, they have more money to spend on goods and services in their local community like restaurants and entertainment, which helps the local economy.

California has been a global leader in advancing and embracing cleaner cars for decades and with the newest generation of plug-in electric vehicles now available, our communities have an opportunity to reap the multiple rewards of gas savings, pollution reduction and improved health.