

California Air Resource Board Enhanced Vapor Recovery Meeting
February 2, 2006
General Motors Summary

Overview

Thank you to Dean Simeroth, Joe Guerrero and Alex Santos

General comments

There is a need to coordinate all parties to encourage the use of e85 in the retail—would encourage a program to have e85 retail in place in 2 months in select sites

Advanced Propulsion Technology Strategy

Incremental internal combustion engine and transmission improvements
Cleaner HC fuels & renewable fuels
Hybrid electric vehicles
Hydrogen fuel cells

General Motors has several e85 products including the following:

2006 Chevrolet Avalanche
2006 Chevrolet Monte Carlo
2006 Chevrolet Tahoe
2006 Chevrolet Silverado
2006 Chevrolet Suburban
2006 Chevrolet Impala
2006 GMC Yukon
2006 GMC Yukon XL
2006 GMC Sierra
2006 Saab bio power (Europe)
2007 Uplander Van
2007 Chevrolet Avalanche
2007 Chevrolet Tahoe
2007 Chevrolet Yukon

Benefits of ethanol

Clean burning
Renewable
Domestically produced
Potentially can add to the fuel supply

California

Total number of vehicle registrations continue to rise in California
California represents 2 M sales on an annual basis or 12.8% of U.S. market

West to East

Focused program to increase awareness

State of California, Chevron, Pacific Ethanol and GM have started a demonstration program

Additional announcements in Illinois

GM Major Marketing program

Launched, "Live Green Go Yellow"

Buzz created with green and yellow Chevrolet hats in Times Square on New Years Eve

Blog and websites added and refreshed

Print advertising launched

Major effort to begin during Chicago Auto Show and Olympics

Yellow caps to go on all FFV '07 production

Current GM FFV owners (1 M) will be notified that they have FFV vehicles

Exterior badging to be added to new FFV vehicles (visit gmability.com for more information)

Volume discussion

GM has 1.5 million FFV vehicles on the road with annual production at 400 K for 2007