



The Alternative Energy and Transportation Expo

MEDIA ADVISORY

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ALTERNATIVE FLEET CONFERENCE AND TEST DRIVE AT CITY OF SANTA MONICA'S ALTCAR EXPO SEPT 30

*"Focus on Fleets" Conference to Address Best Practices and Challenges;
Opening Remarks by Los Angeles County Mayor Michael Antonovich*

INFO:

Explore the largest collection of hydrogen, electric and natural gas vehicles available to fleets on the West Coast at the 6th Annual Alternative and Transportation (AltCar) Expo's "Focus on Fleets" conference on Friday September 30. Focus on Fleets will feature a keynote by Los Angeles County Mayor Michael D. Antonovich.

AltCar 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 education. Alternative transportation experts will share ways to use less energy and reduce carbon footprints without making big lifestyle changes.

WHAT:

A who's-who in alternative energy transportation options, the Focus on Fleets Conference will feature:

- Conference partners – Southern California Association of Governments (SCAG), Clean Cities, California Energy Commission (CEC), Municipal Equipment Maintenance Association (MEMA), NAFA Fleet Management Association, American Public Works Association (APWA)
- Opening remarks – Los Angeles County Mayor Michael D. Antonovich
- Roundtable discussion – Clean Cities Stakeholders and others will share best practices, challenges and successes, and funding for alternative fleet vehicles
- Lunch and speaker – Renowned "green" architect Eric Corey Freed
- Fleet Challenges and Successes – moderated by City of Santa Ana Fleet and MEMA Board President, Rick Longobart
- Expo Floor – more than 35 retailers on display with alternative fuel offerings from GM, Nissan, Honda, Toyota, Ford, BMW and alternative companies like CODA
- Ride & Drive—drive the newest on the market 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
- Fleet and Municipality Community Meeting
- Evening Networking Reception or immediately after

WHEN:

Focus on Fleets Conference: Friday, September 30, 2011 - 10 a.m. to 5 p.m.

General Expo: Saturday, October 1, 2011 - 10 a.m. to 5 p.m.

WHERE:

Santa Monica Civic Auditorium
1855 Main Street in Santa Monica