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Registration Opens for Plug-In 2008 Conference & Exposition
Inaugural International Conference on Plug-In Hybrids to Take Place in San Jose in July

Registration is now open for the Plug-In 2008 Conference & Exposition (www.plugin2008.com), an inaugural three-day international conference that will showcase the latest technological advances, market research and policy initiatives shaping the future of plug-in hybrid electric vehicles (PHEVs) – a future that's just a short drive away. The conference will take place in San Jose, Calif., from July 22-24, 2008.

Plug-In 2008 will bring together automotive manufacturers, component suppliers, electric utilities, government agencies, academia, the environmental community and more to enable attendees to learn about the most current technical research, the business case for PHEVs, the impact of current policies and regulations, and clean-tech entrepreneurs' ideas to enhance and expand the PHEV market. In addition, the exposition floor will feature the latest innovations associated with PHEVs and supporting electricity infrastructure.

The content-rich agenda for Plug-In 2008 includes three plenary sessions, a pre-conference battery workshop and 18 breakout sessions. Scheduled plenary session speakers include:

Opening Plenary: The Potential and Challenges of PHEVs to Reduce Petroleum Consumption and Greenhouse Gas Emissions:

- Chuck Reed, Mayor of San Jose
- Steve Specker, President and CEO, Electric Power Research Institute
- Peter Schwartz, Co-Founder and Chairman, Global Business Network
- Beth Lowery, Vice President of Environment and Energy, General Motors Solutions

Plenary Panel: Today's Pathways to PHEVs:

- Nancy Gioia, Director, Sustainable Mobility Technologies and Hybrid Vehicle Programs, Ford Motor Company (pending)
- James Boyd, Vice Chair and Commissioner, California Energy Commission
- Dan Sperling, Automotive Board Member, California Air Resources Board
- Ed Kjaer, Director of Electric Transportation, Southern California Edison

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Closing Plenary: Driving To ward Tomorrow:

- Mark Duvall, Program Manager, Electric Transportation, Electric Power Research Institute
- Thierry Vandal, President and CEO, Hydro-Québec
- Jim Kelly, Vice President of Distribution and Transmission, Southern California Edison (pending)
- Peter Darbee, President and CEO, Pacific Gas & Electric (pending)
- Toshio Hirota, Senior Engineer, Nissan Motor Co.

“With the California Air Resources Board now requiring up to nearly 66,000 PHEVs and other enhanced advanced technology partial zero-emission vehicles on the state’s roads each year from 2012 to 2014 – requirements with national implications – this is the right time for a gathering with a focus on a technology that represents one of the most viable near-term ways to get to a greener future,” said Tom Turrentine, director of the University of California at Davis Plug-In Hybrid Electric Vehicle Research Center (one of the Plug-In 2008 event organizers).

Other Plug-In 2008 event organizers include the Electric Power Research Institute, Pacific Gas & Electric, San Diego Gas & Electric (a Sempra Energy utility), the Silicon Valley Leadership Group, the Sacramento Municipal Utility District and Southern California Edison.

To register or reserve a booth for Plug-In 2008, visit www.plugin2008.com.

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