

MEDIA RELEASE

FOR IMMEDIATE RELEASE
RELEASE No. 6

CONTACT: KEVIN DIAMOND

ACADEMY OF ART UNIVERSITY TO EXHIBIT CLASSIC CARS AT SAN FRANCISCO CHRONICLE|SFGATE.COM 52ND ANNUAL INTERNATIONAL AUTO SHOW

SAN FRANCISCO, CA (November 3, 2009) Green used to be the color of cars, now it is a worldwide trend in the automotive industry.

Manufacturers from the United States, Asia and Europe will be exhibiting vehicles that use less gas, some that use no gas and others that use fuels that burn cleaner at the San Francisco Chronicle|SFGate.com 52nd Annual International Auto Show, presented by AutoTrader.com November 26 through December 2 at Moscone Convention Center.

This year is without question the largest number of alternative-fuel, high mileage and hybrid vehicles we have ever exhibited at the show, said Show Director, Kevin Diamond. Most of the major manufacturers will be represented.

The public's concerns about the economy and the environment have prompted the development and promotion of greener vehicles. There is another payoff besides reduced pollution: American owners of some of the greener vehicles also benefit by tax rebates and insurance discounts in certain regions.

There is a strong push for advance technology, said Mark Duvall, director of electric transportation at the non-profit Electric Power Research Institute in Palo Alto. President Barack Obama has said he wants to see one million plug-ins (battery powered vehicles) on U.S. roads by 2015. It is challenging, but it is achievable.

One of the plug-ins on display at this year's International Auto Show will be Nissan's Leaf, which will be making its Northern American auto show debut in San Francisco for just four days (Nov. 26-29). The Leaf is powered by a lithium-ion battery pack that can be charged on a 110 or 220-volt charger at home or in the workplace. The Leaf, which won't be on the market until December 2010, can be fully charged with 220-volts in seven hours.

Among the new hybrids appearing at the show will be Toyota's third generation Prius, the country's best-selling hybrid, along with the re-introduced Honda Insight, the first hybrid sold in the United States. Additionally, the show will feature BMW's X6 hybrid and Mercedes Benz's new S-400 hybrid sedan,

Newcomers to this year's show are diesel burning vehicles including the BMW X5 Diesel and Mercedes-Benz ML BlueTEC as well as the Lincoln MKT and MKS with EcoBoost, a turbocharged gasoline direct injection site that provides the horsepower capability of a larger displacement engine, but with the fuel economy of a smaller engine.

Owners or prospective buyers who want to learn more about hybrids or vehicles that use alternative fuels can visit the AAA Greenlight initiative display in the AAA Northern California exhibit at the auto show. The Greenlight display provides an overview of alternative fuels available today and on the horizon and features AAA's own Toyota Prius plug-in hybrid that gets more than 100 MPG, as well

as vehicles from the California Fuel Cell Partnership. The Greenlight initiative, which is presently available in Northern California, Nevada and Utah, offers a variety of components including insurance discounts for owners of vehicles that use alternative fuels, including hybrids; to help hybrid owners get more fuel efficiency; and grants to organizations involved in alternative fuels.

A list of alternative fuel, high mileage and hybrid vehicles expected at the Auto Show includes:

BMW X5 Diesel and X6 Hybrid; Cadillac Escalade 2 Mode Hybrid; Chevrolet Silverado and Tahoe 2 Mode Hybrids and E85 vehicles; Ford Escape and Fusion Hybrids; GMC Sierra and Yukon 2 Mode Hybrids; Honda Civic IMA 4-door Hybrid, Insight EX and LX; Lexus HS and RX Hybrids; Lincoln MKT and MKS Exoboost; Mini; Mercedes-Benz ML BlueTec and S400 Hybrid; Mercury Mariner and Milan Hybrids, Nissan Leaf, Smart Car; Toyota Camry, Highlander and Prius Hybrids.

The San Francisco International Auto Show, which is supported by the California Motor Car Dealers Association, is the largest auto exposition in Northern California and the only one held regionally that attracts the dazzling high-tech displays from the world's major manufacturers. This year's show will be highlighted by the new 2010 models vehicles from the world's major manufactures. In addition, the Auto Show will include the Big O Tires Extreme Autofest hosted by Verizon Wireless, hot rods from Dominator Street Rods, racecars, an auto accessory booth area with aftermarket products, interactive exhibits, simulators, slot car tracks and much more.

The Show will have more than 800 vehicles filling the 1.2 million sq. ft. Moscone Center and is expected to draw 350,000 spectators making it the largest exhibition of any kind in Northern California and the second largest auto show in the western United States.

Admission is \$8 for adults with children 12-years and under free when accompanied by an adult. Tickets can be purchased at the door. For more information visit www.sfautoshow.com.