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## MEDIA RELEASE

### **Alternative Fuel, Hybrid and Fuel Efficient Vehicles Featured At San Francisco Chronicle|SFGate.com 50<sup>th</sup> Annual International Auto Show**

SAN FRANCISCO, CA (November 19, 2007) - In these days of environmental consciousness, dwindling fuel supplies and increasingly high gasoline prices, it is only fitting that the San Francisco Chronicle|SFGate.com 50<sup>th</sup> Annual International Auto Show provides visitors with an opportunity to see and learn more about the many alternative fuel, hybrid and fuel efficient vehicles currently available.

Since the 1970's great strides in improving the overall cleanliness and efficiency of the automobile have been made. In the almost forty years since regulations were implemented, U. S. emissions have dropped by an astounding 90%. Unfortunately, these improvements have been offset by an increase in the number of vehicles on America's roads and the greater distances they travel.

In an effort to offset these increases, individuals and carmakers are working to attain "greener," and "gas-less," cars. One such innovation is the so-called "commuter car." These vehicles tend to be smaller and are designed mostly with city driving in mind. Then there's the Tango. Touting itself as the "world's fastest urban car," the Tango combines the speed and agility of a motorcycle with the security and comfort of a high-performance sports car. Given the car's size, the Tango can park perpendicular to the curb and with over 1,000 pounds of torque, it can go from zero to 60 mph in about four seconds and finishes a standing quarter-mile in about twelve seconds at over 100 mph. Small but mighty, the Tango runs on lead-acid batteries -- the same batteries that can pull a 100-car freight train.

General Motors, the company that gave the world the first mass-produced electric car has reentered the alternative fuel and hybrid market in force. This year's International Auto Show will showcase GM's "Green Kit," a collection of the automaker's newest and most fuel efficient cars, trucks and SUV's. At present, GM is an industry leader in developing alternative fuel sources offering consumers Active Fuel Management systems that enable a car to shift from eight to four cylinders as needed, hybrid cars, electric, fuel cell and their E85 models. The E85 vehicles can run on either gasoline or an ethanol/gasoline blend. This fuel mixture is a cleaner burning energy source made from mostly domestically grown biomaterials such as corn or grain. The E85 reduces greenhouse gases, enhances the economy and lessens the nation's dependence on foreign fuel. Among the GM alternative fuel vehicles on display at this year's show are the Equinox Fuel Cell, Malibu and Tahoe Hybrids and Silverado ½-ton truck with Active Fuel Management.

Toyota's Highway of the Future: Mobile Hybrid Experience, will also be visiting the International Auto Show, allowing visitors to experience automotive hybrid technology with interactive exhibits and a simulated driving experience. The exhibit will feature four learning areas. **Fueling the Future**, which identifies the differences between various alternative fuels and how they are produced; **Small Steps, Big Difference**, shows visitors how they can participate in making a difference in improving the environment; **The Prius Driving Experience** simulates the current Hybrid Synergy Drive technology while on-screen instructions offer energy saving driving tips; **Not**

**All Hybrids Are Created Equal** exhibit explains how different hybrid technology options might be preferable to others and outlines benefits to the consumer and the environment. Also on display will be Toyota's hybrid fleet that includes the Prius, Camery and hybrid Highlander.

This year's show will also include the AAA Greenlight Initiative Showcase. With dependence on foreign oil continuing to grow the need to find alternative sources has never been greater and to address this, AAA of Northern California will be bringing six alternative fuel vehicles. Four of the vehicles on display are "regular" cars that have been converted by their owners to run on alternative fuels such as vegetable oil, natural gas, and electricity. Also included will be a plug-in hybrid that gets up to 100 mpg and a hydrogen fuel cell car. The AAA Greenlight Initiative Showcase highlights the latest in alternative fuel technology and puts the spotlight on what one can expect to see on the roads in the years to come.

Zero emissions vehicles for those who prefer two-wheel modes of transportation will also be on display in the form of The Vectrix Scooter. The Vectrix focuses on achieving extended range and high performance through weight reduction, digital circuitry, low aerodynamic drag, and minimal friction. The Vectrix scooter incorporates relatively few parts (250 vs. 2,500 for a gas scooter), resulting in reduced production costs and minimal maintenance. It is fast, topping out at 62 mph, possesses rapid acceleration -- 0-50 mph in 6.8 seconds and has an extended range of up to 68 miles on a single charge. The patented throttle-activated regenerative braking system (DAaRT™) helps to extend range by up to 12% by redirecting energy back into the battery during braking. Most attractive is the Vectrix scooter is the only 100% electric, zero emissions vehicle of any kind approved for highway use by the California Department of Transportation.

Presented by AutoTrader.com and supported by the California Motor Car Dealers Association, the International Auto Show is the premier auto exposition in northern California and the only auto show held regionally that lures the dazzling high-tech displays from the world's major manufacturers.

The Show, which opens on Thanksgiving, November 22 and runs through Sunday, December 2, 2007 at the Moscone Convention Center, will provide Bay Area residents their first opportunity to see the new 2008 model cars, SUV's, trucks and vans from over 40 manufacturer -- nearly 800 vehicles in all. It will fill the 1.2 million sq. ft. Moscone Center and is expected to draw approximately 400,000 spectators making it the largest exhibition of any kind in the greater Bay Area and the second largest auto show in the western United States .

In addition to the alternative fuel, hybrid and fuel efficient vehicles plus the 2008 model vehicles, the International Auto Show will provide entertainment for the entire family. Special exhibits include the Extreme Autofest Automotive Lifestyle Show, an exhibit full of tricked-out imports, domestics, luxury, and exotic vehicles; classic hot rods from Dominator Street Rods and racecars from Infineon Raceway and Mazda Raceway Laguna Seca. The Show will also have an extensive auto accessory booth area with aftermarket products, interactive exhibits and much more.

Show hours are:

Thursday, November 22 - Sunday, November 25: 10:00 a.m. - 10:00 p.m.

Monday, November 26 - Thursday, November 29: 11:00 a.m. - 9:00 p.m.

Friday, November 30 and Saturday, December 1: 10:00 a.m. - 10:00 p.m.

Sunday, December 2: 10:00 a.m. - 8:00 p.m.

Tickets can be purchased at the door. For more information visit [www.sfautoshow.com](http://www.sfautoshow.com)

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