



Media Alert

EMC and VEVA Announce “*Electric Vehicle Week*” in Vancouver

WHY: Electric mobility is the next big trend in the auto industry, providing consumers and businesses with superior reliability and lower operating costs. Electric vehicles are integral to achieving a sustainable clean air environment, reducing greenhouse gas emissions, and reducing our dependence on oil.

EVENTS AND LOCATIONS:

Sunday, September 12 – 10:00 am to 4:00 pm

ElectraFest 2010 - A Celebration of Electric Transportation

Hosted by the Vancouver Electric Vehicle Association (VEVA) with venue sponsor Concord Pacific, this yearly public event showcases all things electric including cars, trucks, buses, conversions, plug-in hybrids, bicycles, scooters, off-road vehicles, skateboards, and electric boats at the False Creek dock. Located at Concord Place, 88 Pacific Boulevard in Vancouver’s North East False Creek. A free event open to the public. www.electrafest.ca

Monday, September 13 to Thursday, September 16

EV 2010 VÉ Electric Vehicles/Véhicules Électriques Conference & Trade Show

Electric Mobility Canada and local host BC Hydro present Canada’s premier electric mobility event in 2010. Together with vehicle industry representatives, over 60 speakers from Canada, USA, Europe and Asia will discuss technical, business and policy discussions regarding electric mobility. Located at the Sheraton Wall Centre on Burrard Street in Vancouver, come learn about this evolving industry. Requests for press accreditation and full conference details at <http://www.emc-mec.ca/ev2010ve/en/home.html>.

CANADIAN EV FIRSTS:

Monday, September 13 – 5:00 pm to 7:00 pm

Mitsubishi i-MiEV Arrival Following Completion of Clean Across Canada Tour

After 28 days travelling across Canada from St. John’s Newfoundland to Victoria, B.C. the all-electric Mitsubishi i-MiEV will arrive at the Official Welcoming Reception of the EV 2010 VÉ Conference and Trade Show at the Sheraton Wall Centre on Burrard Street in Vancouver. Come celebrate this Canadian first!

Tuesday, September 14 – 11:00 am to 1:00 pm

Media Ride & Drive

Media are invited to ride and drive the most advanced electric cars from world-leading automotive manufacturers at Plaza F (former Olympic Athletes Village) on Salt Street near Athlete’s Way in Vancouver, site of Canada’s first DC Rapid Charger for EVs. Vehicles will include the Chevy Volt, Mitsubishi i-MiEV and Toyota Prius Plug-in Hybrid. Also in attendance will be Canada’s first all-electric delivery truck owned by NOVEX Couriers, Azure Dynamics’ Ford Transit Connect Electric van and Future Vehicle Technologies’ eVaro electric car. Advance registration requested at <http://www.emc-mec.ca/ev2010ve/en/media.html>.

Wednesday, September 15 – 6:00 pm to 9:00 pm

Public Evening at EV 2010 VÉ Trade Show

The general public is invited to learn more about electric cars by visiting the EV 2010 VÉ Trade Show at the Sheraton Wall Centre on Burrard Street in Vancouver. Included in the evening is the premier launch of the new short video “The Life Electric” as well as featured guest Chelsea Sexton, electric vehicle advocate, former GM EV1 Specialist and one of the key individuals in the 2006 documentary film “Who Killed the Electric Car?” Come see the most advanced electric vehicles and learn more about home and fast charging options.

PRESS MATERIALS: EV 2010 VÉ Conference & Trade Show materials online at www.emc-mec.ca/ev2010ve; ElectraFest 2010 information is available online at www.electrafest.ca or www.veva.ca

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