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## **Uncommon Alliance to Accelerate Plug-in Cars in California**

*1 million by 2020, starting this month*

Universal City, CA – Dec. 13, 2010 – With plug-in cars arriving in showrooms this month, a new plan outlines steps to be ready for up to 1 million plug-in hybrid and battery-powered cars by 2020.

The report was unveiled at Universal Studios Hollywood where Back to the Future's electric car was first introduced 25 years ago.

"It's a bright, clean new world when automakers, electric utilities, infrastructure providers, regulators, public health organizations and others join hands to support a new transportation plan for California," Diane Wittenberg, Executive Director and Chairman of the California Plug-In Electric Vehicle Collaborative. "We're determined to pave the way for healthier, cleaner and cheaper transportation options for the 21st century."

The new plan, "Taking Charge: Establishing California Leadership in the Plug-in Electric Vehicle Marketplace," was developed by an uncommon alliance and offers 30 suggested actions to build a successful electrified transportation system in California.

Key recommendations from the plan include:

- Simplify the process to get home charging stations installed quickly
- Develop solutions to enable charging at apartments and condos
- Structure electricity prices to encourage off-peak charging
- Increase consumer demand through education and awareness programs
- Develop new service industries to make charging a car easier than fueling at a gas station
- Encourage tech-based solutions (e.g. smart phone apps) to help drivers find existing public charging stations
- Ensure local governments help establish the strategic placement of a public charging network
- A full list can be found at [www.pevcollaborative.org/strategic-pla](http://www.pevcollaborative.org/strategic-pla)

“We aim to address all the questions. It must be simple, simple, simple for consumers to choose plug-in electric vehicles,” added Wittenberg.

This plan will serve as a roadmap for developing a specific course of action. The Collaborative will support ongoing work and start up new efforts to address the 10 major recommendations in the report.

The California Plug-In Electric Vehicle Collaborative endorses a systematic, customer-focused approach to creatively overcome challenges in this new California marketplace where consumers enthusiastically adopt clean, cutting-edge technologies. Go to [www.pevcollaborative.org](http://www.pevcollaborative.org) for more information.

Members include:

Diane Wittenberg, **California Plug-In Electric Vehicle Collaborative**; Robert Babik, **General Motors**; Aram Benyamin, **Los Angeles Department of Water and Power**; Janice Berman, **Pacific Gas and Electric Company**; James Boyd, **California Energy Commission**; Elisabeth Brinton, **Sacramento Municipal Utility District**; Catherine Dunwoody, **California Fuel Cell Partnership**; Mark Duvall, **Electric Power Research Institute**; Anthony Eggert, **California Energy Commission**; Bonnie Holmes-Gen, **American Lung Association in California**; Nancy Gioia, **Ford Motor Company**; Roland Hwang, **Natural Resources Defense Council**; Enid Joffe, **Clean Fuel Connection, Inc.**; Don Karner, **ECotality**; Christine Kehoe, **California State Senate**; Doug Kim, **Southern California Edison**; Andreas Klugescheid, **BMW Group**; Barbara Lee, **Northern Sonoma County Air Pollution Control District**; Alan Lloyd, **International Council on Clean Transportation**; Bonnie Lowenthal, **California State Assembly**; Richard Lowenthal, **Coulomb Technologies**; Patricia Monahan, **Union of Concerned Scientists**; Mary Nichols, **California Air Resources Board**; Diarmuid O’Connell, **Tesla Motors, Inc.**; Alex Padilla, **California State Senate**; Dan Pellissier, **Office of Governor Schwarzenegger**; Nancy Ryan, **California Public Utilities Commission**; Nancy Skinner, **California State Assembly**; Dan Skopec, **San Diego Gas and Electric**; Daniel Sperling, **Institute of Transportation Studies, UC Davis**; Eileen Tutt, **California Electric Transportation Coalition**; V. John White, **Center for Energy Efficiency and Renewable Technologies**; Jason Wolf, **Better Place**; Tracy Woodard, **Nissan North America, Inc.**; Toshio Yoshidome, **Toyota Motor Engineering and Manufacturing North America**

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