



FOR IMMEDIATE RELEASE

CONTACT: Kimberly Taylor
702-203-4982
ktaylor@afvi.org

ALTERNATIVE FUELS & VEHICLES NATIONAL CONFERENCE + EXPO 2010
Featuring the Leading Fuel and Technology Neutral Experts in the Nation

Las Vegas, NV - Alternative Fuel Vehicle Institute (AFVi) presents the 16th annual Alternative Fuels & Vehicles National Conference + Expo, May 9-12 in Las Vegas, Nevada. International fleet, government and industry professionals will gather for four days of information and product previews. The premier national conference covering all alternative fuels, vehicles and advanced technologies offers the answers that fleets, policy-makers and advocates for clean transportation choices are looking for.

The Conference features nationally recognized leaders in the fields of fuels, emissions, vehicles, policy, foreign relations and climate change. Industry icon T. Boone Pickens, with an introduction by former CIA Director R. James Woolsey, kicks off the event May 9 with a Town Hall Meeting. Monday, May 10, Las Vegas Mayor Oscar B. Goodman welcomes attendees to his city. In addition to Mr. Woolsey, the Monday morning opening features Margo Oge, Environmental Protection Agency Director of Transportation and Air Quality, and Eric Cahill, Senior Director of the Automotive X Prize. John Davis, Host and Executive Producer of PBS' *MotorWeek*, leads the charge on May 11. After his keynote, leading manufacturer representatives from American Honda Motor Company, Ford Motor Sales, General Motors LLC, Toyota Motor Sales, Vehicle Production Group and Westport Innovations unveil their new model-year products.

“In the history of transportation, the only thing that comes close to this level of change is the transition 100 years ago from the horse and buggy to the internal combustion engine,” said Annalloyd Thomason, Executive Director of AFVi. “2010 doesn’t even resemble 2008 with the addition of plug-in hybrid electric, fuel cell, dedicated CNG, hydraulic hybrids and a rapidly expanding marketplace for all alternative fuels.”

Up-to-the minute information is presented by 150 experts on every angle of the industry including funding, product, regulations, fueling, fleet case studies, research and social media. The Conference + Expo features more than 85 exhibitors, a Vehicle Technology Parade, guided Expo Hall tours, and the ever popular Ride-n-Drive/Ride Along, featuring light-, medium- and heavy-duty vehicles.

This event brings together more than 1,000 attendees who share the mission of reducing petroleum consumption and greenhouse gas emissions from the transportation sector. The AFV

Conference + Expo is presented on behalf of AFVi's sponsors, including: American Honda Motor Company, ANGI Energy Systems, Booz Allen Hamilton, Bosch Diesel Systems, Chrysler/GEM, Clean Energy, Creative Bus Sales, Dixie Chopper, Encana Corporation, Ford Motor Sales, General Motors LLC, GreenField Compression, Landi Renzo S.p.A., Linde Group, Luxfer Gas Cylinders, National Biodiesel Board, Propane Education & Research Council, Renewable Fuels Association, ROUSH Performance, THINK, Toyota Motor Sales, South Coast Air Quality Management District, Vehicle Production Group and Westport Innovations.

Alternative Fuel Vehicle Institute (AFVi) is an entrepreneurial organization that works through industry to bring people in need of proven transportation technologies together with those who can meet their needs. AFVi is fuel and technology neutral. More information on the conference is available by going to www.afv2010.com.

##END##