

## **DRIVE THE DREAM ACCELERATES LARGEST PUBLIC-PRIVATE SECTOR COMMITMENTS TO PEVs GLOBALLY**

*CA PEV Collaborative, Governor Jerry Brown and CA Company Executives Announce  
Expansion of California's Global Leadership in PEVs*

### **FOR IMMEDIATE RELEASE**

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**SAN FRANCISCO, September 16, 2013** –Today, after three years of focused effort, the California Plug-in Electric Vehicle Collaborative, Governor Jerry Brown and a diverse group of California corporate leaders met at **DRIVE THE DREAM**, to announce acceleration in the adoption of electric vehicles and workplace charging in California. This unprecedented cooperation of industry and government working together ensures continued global leadership well into the future.

At **DRIVE THE DREAM**, over 50 corporate executives joined Governor Brown to discuss opportunities and obstacles to continued market growth, in addition to announcing new corporate commitments to workplace charging, fleet vehicles and incentives to employees. Under Governor Brown, the State of California has set the most aggressive clean transportation goals in the country including creating a charging network to handle 1 million electric vehicles by 2020. Companies are joining the call in new, innovative ways and companies are choosing California as their test market for new initiatives due to its friendly PEV environment.

**"DRIVE THE DREAM** participants are working towards a plug-in electric vehicle future," said Christine Kehoe, Executive Director, California Plug-In Electric Vehicle Collaborative, "participating corporations have made substantial commitments to plug-in electric vehicles through workplace charging, corporate fleet purchases and employee incentives. We are very pleased to share several corporate announcements today and to learn about renewed commitments from 40 companies participating today, along with our PEV Collaborative members representing the automotive industry, the electric utilities, electric vehicle service providers and other member organizations."

Among the new announcements made today:

- **Walgreens** announced that as part of their "Charged Up" program, they plan to add an additional charging stations to 13 locations throughout the state of California – this adds to their 89 current charging locations in the state and 800 across the country. "Walgreens is proud to stand with Governor Brown today to announce we are adding an additional 13 electric vehicle charging stations for our customers and employees in the state of California. As a company, we are extremely committed to sustainability and this agreement furthers our commitment to provide 800 charging stations nationwide in the coming months. Our Charged

Up program leads the retail industry and this commitment will bring our EV charging stations to a total of just over 100 California neighborhood locations to charge their vehicles”

- **Coca-Cola** announced by year-end they will begin the process of expanding their PEV pilot by adding charging stations at up to three Coca-Cola facilities in California, working in partnership with the PEV Collaborative. In addition, Coca-Cola will deploy 16 brand-new Odwalla Electric Refrigerated Delivery Vehicles in California. The new electric vehicles are fully refrigerated, which is a first in the electric vehicle sector.
- **Intuit** announced plans to expand EV chargers in San Diego, Mountain View, Menlo Park, Woodland Hills and others with the goal of reducing carbon emissions by 1400 metric-ton equivalents-400 tied to alternate commuting. “Intuit supports the Electric Vehicle initiative as part of our overall commitment to being a good corporate citizen, caring and giving back to the environment and the communities we live and work, and hiring and retaining the best talent.”
- **Google** announced their commitment to electrify 5% of all existing and future parking spaces at their Mountain View headquarters, building even further on the over 700 charging stations they’ve installed at a dozen locations to date.
- **Bank of America** announced a \$3,000 incentive for US and UK employees for purchase of an eligible PEV, in addition to a workplace-charging program.
- **AT&T** announced they will replace by September 2014, 10% (55) of their fleet passenger vehicles with PEVs.

**DRIVE THE DREAM** features 8 leading auto-manufacturers showcasing 16 new cars, demonstrating that electric vehicles are now available in all sizes and price points. Cars showcased at **DRIVE THE DREAM** include the recently launched BMW i3 and GM’s Cadillac ELR, which go on sale in California in early 2014. Other popular cars at the event include: the Nissan LEAF, GM’s Chevy Volt and Chevy Spark EV, the Tesla Model S, Honda’s Fit EV and Plug-In Accord, Daimler Smart EV, Ford Focus EV and Fusion Energi, Toyota’s RAV4 EV, Prius Plug-In and iQ EV, and BMW’s ActiveE.

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## **ABOUT the CALIFORNIA PLUG-IN ELECTRIC VEHICLE COLLABORATIVE**

The California Plug-In Electric Vehicle Collaborative (Collaborative), a multi-stakeholder public-private partnership, is working to ensure a strong and enduring transition to PEVs in California. The Collaborative members include key California PEV stakeholders such as elected and appointed officials, automakers, utilities, infrastructure providers, environmental organizations, research institutions and others.



Under the guidance of a multi-stakeholder executive membership, the Collaborative facilitates the deployment of PEVs in California to meet economic, energy and environmental goals. Using the broad and diverse expertise of each member, the Collaborative convenes, communicates and collaborates on emerging PEV market trends and works to address challenges. The Collaborative seeks to broaden and communicate existing PEV stakeholder activities to enable PEV market growth.

Collaborative members include: AeroVironment, American Lung Association in California, Bay Area Air Quality Management District, BMW, California Air Resources Board, California Center for Sustainable Energy, California Electric Transportation Coalition, California Energy Commission, California State Assembly, California State Senate, California Public Utilities Commission, CALSTART, Center For Energy Efficiency And Renewable Technologies, ChargePoint, Clean Fuel Connection, Inc., Daimler, ECOtality, Electric Power Research Institute, Ford, General Motors, Greenlots, Honda, Institute of Transportation Studies UC Davis, International Council on Clean Transportation, Kia Los Angeles Department of Water and Power, Natural Resources Defense Council, Nissan, Northern Sonoma County Air Pollution Control District, NRG Energy, Office of Governor Edmund G. Brown Jr., Pacific Gas and Electric Company, Plug In America, Sacramento Municipal Utility District, San Diego Gas and Electric, South Coast Air Quality Management District, Southern California Edison, Tesla, Toyota and Union of Concerned Scientists

For more information on the California Plug-In Electric Vehicle Collaborative please visit: <http://www.pevcollaborative.org>