



Creating a Sustainable Transportation & Energy Vision for the 21st Century

www.AltWheels.org

For Immediate Release

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5th Annual AltWheels Festival Draws A Record Crowd

Boston, MA – October 19, 2007 — With high energy prices, dependence on foreign oil, and climate change all topping the news headlines, the 5th annual AltWheels Alternative Transportation & Energy Festival introduced a record number of attendees to clean, sustainable transportation and energy solutions during two days, September 28 and 29, at Boston's City Hall Plaza.

A record 35,000 people attended AltWheels 2007, the East Coast's largest alternative transportation and energy festival. Families and individuals enjoyed a fun, informative opportunity to explore a wide variety of transportation and energy alternatives that highlight ways to beat high fuel prices, reduce greenhouse-gas emissions, and restore energy independence to this country.

The two-day celebration was a unique coming together of more than 150 transportation- and energy-related entities. The Festival offered a one-stop opportunity to see more than 70 clean, effective transportation and energy options that you can buy now – plus new technologies coming in the future from Chevrolet, Volkswagen, Ford, Honda, Toyota and other leading companies. Boston's Museum of Science, and the New England Aquarium hosted educational, fun exhibits on transportation and energy plus many interactive-learning activities on how to create a more sustainable world.

The coalition that supports the AltWheels Festival includes more than 40 sponsors and more than 80 co-host organizations. This broad coalition of very diverse players comes together each year to display and/or support a broad range of solutions.

"We're thrilled the City of Boston and Mayor Tom Menino invited AltWheels back to City Hall Plaza," said Alison Sander, founder of AltWheels. "The good news is that many inventors, communities and companies are creating real-world alternative-transportation – and -energy solutions that are available now, and consumers are responding."

"The carrot of a cleaner environment and the stick of high-cost foreign oil are driving more companies and consumers to look for cleaner, healthier technologies. Our return to City Hall Plaza gave tens of thousands more people a chance to see these technologies and the alternatives that can create a healthier future for all of us. We

thank everyone who came to make history and explore the Energy Freedom Trail® at AltWheels!”

At AltWheels, Massachusetts Energy and Environmental Affairs Secretary Ian Bowles announced a pilot project to introduce plug-in hybrid technology in the state vehicle fleet. Achieving up to 100 miles per gallon, plug-in hybrid cars advance Governor Deval Patrick’s clean-energy goals of saving energy costs, reducing emissions, and decreasing our dependence on foreign oil.

Secretary Bowles will be trading in his current state car – a 2003 Ford Taurus that gets 20 miles per gallon – for a Toyota Prius already in the state fleet that will be modified to become a plug-in electric /gasoline hybrid. As part of its Leading by Example Program, the Commonwealth will retrofit 10 gasoline hybrids – ranging from sedans to SUVs - currently owned by state agencies to plug-in operation, in order to test and demonstrate the new technology.

“Massachusetts-developed, clean-energy research and development can lead us to breakthrough vehicle technology and respond to consumer demand with cars that get 100 miles per gallon,” said Secretary Bowles.

Also at the Festival, Boston Mayor Thomas M. Menino announced a new Diesel Retrofit Grant Program. He pledged \$50,000 in matching funding for Boston-based commercial diesel-truck fleets to retrofit their vehicles with pollution-control technologies. The City of Boston has already retrofitted over 600 municipal vehicles with diesel-oxidation catalysts and switched its fuel use to a cleaner-burning, biodiesel-blended fuel, which reduces tailpipe emissions by more than 90 percent. The Boston Air Pollution Control Commission will administer the grant program and eligible projects will be funded over two years.

“The problems of global climate change and air pollution impose a high cost on residents, businesses and visitors here in Boston and around the world,” Mayor Menino said. “This Festival annually celebrates the creative efforts of many individuals, businesses, and governments to reduce energy use and greenhouse-gas emission and provide cleaner strategies that will improve public health and our environment.”

During AltWheels, Mayor Menino also accepted two awards for the City of Boston’s leadership in clean energy as the largest municipal purchaser of biodiesel and clean power in New England. The City of Boston was one of 20 organizations and municipalities that received AltWheels Green Pioneer Awards for being leaders in transportation and energy efficiency. To learn more about the AltWheels Green Pioneers, visit the “Green Pioneers” page on our website at www.altwheels.org/pioneers07.html

The Festival also publicly honored and celebrated 26 individuals as AltWheels Regional Heroes. Through their actions, these Regional Heroes provide shining examples of what all of us can aim to achieve in the way of sustainable transportation and energy. To learn more about the AltWheels Regional Heroes, visit the “Regional Heroes” page on our website at www.altwheels.org/heroes07.html.

For more information on the 5th Annual AltWheels Alternative Transportation & Energy Festival and opportunities for sponsoring, exhibiting and volunteering at the 2008 AltWheels Festival, please e-mail: info@altwheels.org, visit www.AltWheels.org.

Photos Available Upon Request
www.AltWheels.org



The largest alternative transportation and energy festival on the East Coast

AltWheels

September 28-29, 2007
FRIDAY AND SATURDAY

Boston's City Hall Plaza
www.altwheels.org