



FOR IMMEDIATE RELEASE

ELECTRIFY YOUR BUSINESS
A New Guide Encourages Bay Area Companies
To Advance The Electric Vehicle Revolution

San Francisco, CA – April 6, 2011 – Business executives, environmental leaders and city officials gathered at the Ferry Building today, to move the Bay Area forward in its adoption of green transportation. Attendees at the Clean Transportation event were introduced to a new guide, *Electrify Your Business* that enables local corporations, retailers, or any company with a car spot to install an electric vehicle charging station. For added inspiration, some of the latest zero-emission electric vehicle (EV) models were on display.

At the event, representatives from Google, SF Environment, PG&E, City CarShare, and other local corporations shared best practices and made the business case for clean commute and fleet strategies, encouraging attendees to join the “electric vehicle revolution”.

The Business Council on Climate Change and Bay Area Council jointly announced and released the new guide, *Electrify Your Business: A Guide for Moving Forward With Electric Vehicles*, which aims to accelerate the deployment of electric vehicles and infrastructure in the Bay Area by providing businesses with easy-to-follow steps to become “EV ready”.

“This is the first report to specifically address the value of electric vehicles for businesses,” said Jim Wunderman, President and CEO of the Bay Area Council. “It is a great tool for forward-thinking companies, and will help position our region as the world leader for EV infrastructure and deployment.”

The guide was developed and led by a team of Business Council on Climate Change members and executives from SF Environment, PG&E, and leading Bay Area companies.

“This comprehensive guide provides information on the business case for electric vehicle programs and charging stations, financing, incentives, infrastructure and energy,” said Mike Calise, CEO of EVadvise and lead author of the guide. “It includes a practical check-list to help businesses take action, rapidly achieve results and reap tangible benefits.”

“Our studies indicate that the Bay Area will lead the nation in early electric vehicle purchasers and drivers,” said Dev Crews, of Luminesa and Mobility Revolution. “It is our aim to inspire and enable the businesses seeking to reach these forward-thinkers. Installing an EV charger station is a highly visible way to demonstrate your sustainability commitment.”

“Electric vehicles represent the innovation and ecological responsibility our community is known for, and we applaud the leadership demonstrated here today,” said Melanie Nutter, Director of SF Environment. “The city of San Francisco is committed to ensuring that our residents, visitors and businesses will have the infrastructure in place to recharge their cars, as we become a model demonstrating a new vision for the future of clean transportation.”

Electrify Your Business is available as a free download at www.bc3sfbay.org/electricvehicles



BUSINESS COUNCIL ON
CLIMATE CHANGE

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About The Business Council on Climate Change

The Business Council on Climate Change is a member-driven organization, comprised of more than 100 Bay Area businesses committed to reducing greenhouse gas emissions. Business Council on Climate Change enables local businesses to take a lead role in addressing the climate crisis, provides tools to help them reduce greenhouse gas emissions. Business Council on Climate Change members collaborate to share ideas and real-world case studies, identify valuable resources, establish best practices and participate in creating solutions. As a result, Business Council on Climate Change members demonstrate leadership, drive economic growth, support community well-being and advance environmental sustainability.

About the Bay Area Council

The Bay Area Council is a business-sponsored, public-policy advocacy organization for the nine-county Bay Area. The Council proactively advocates for a strong economy, a vital business environment, and a better quality of life for everyone who lives here. Founded in 1945, the Bay Area Council is widely respected by elected officials, policy makers and other civic leaders as the voice of Bay Area business. Today, approximately 275 of the region's largest employers support the Bay Area Council and offer their CEO or top executive as a member. Bay Area Council members employ more than 4.43 million workers and have revenues of \$1.94 trillion, worldwide.

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