



**RELEASE DATE:** April 13, 2007  
**Contact:** Kimberly Taylor  
702-203-4982  
**Email:** [ktaylor@afvi.org](mailto:ktaylor@afvi.org)

## **ALTERNATIVE FUELS & VEHICLES 2007 INDUSTRY AWARDS ANNOUNCED**

### *AFVI HONORS SEVEN RECIPIENTS*

**Anaheim, Ca-**The Alternative Fuel Vehicle Institute (AFVi) recognized outstanding leadership in the alternative fuels and vehicles industry at the 13<sup>th</sup> Alternative Fuels & Vehicles National Conference & Expo 2007. The leadership awards are given annually to honor the achievements of people and/or companies in advancing the use of alternative fuels, vehicles and advanced transportation technologies. The AFVi 2007 awards and their recipients are as follows:

#### **Green Award 2007**

General Motors was honored for their marketing and advertising campaign “Live Green Go Yellow.” The award was presented by AFVi Executive Director Annalloyd Thomason (photo left) and accepted by John Gaydash (photo right), Director of Marketing for Fleet and Commercial Operations. The award



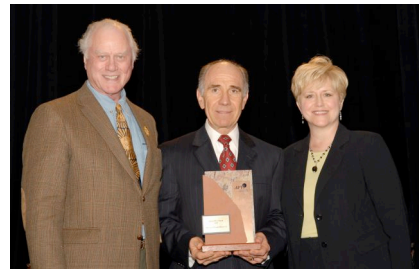
showcases commitment to a product in a creative way, across different media platforms and marketing disciplines. General Motors is a leader in the production and sales of flex fuel vehicles (FFVs), with over 2 million E85 flex fuel vehicles on the road in all 50 states. For the 2007 model year, GM is offering 16 E85 vehicle models, with an annual production of more than 400,000 vehicles. This is more than any other manufacturer. FFVs can run on gasoline, ethanol or a mixture of the two. E85 is 85% ethanol and 15% unleaded gasoline. Recognizing that many consumers don't know they own E85 compatible vehicles, GM launched their

national campaign to raise consumer awareness. Promoting the use of E85 ethanol is just one part of GM's overall goals of creating greater diversity in technologies and energy sources, and emission reductions.

#### **Green Fleet Award 2007**

Dan Bonawitz (photo center), Vice President of Corporate Planning and Logistics for American Honda, accepted this award from actor Larry Hagman (photo left) and Annalloyd Thomason. The award was given to honor the company for their leadership and consistency in manufacturing vehicles that provide fleets and customers with the greenest choices around. AFVi joins a

long list of those honoring the automaker for its green vehicles ranging from ACEEE naming the Civic GX “America's Greenest Car,” to a jury of 46 international automotive journalists giving the Civic Hybrid the “2006 World Car of the Year” award. Honda is commended for the long-term commitment to the natural gas fueled Civic GX; the fuel-efficient performance of the Civic Hybrid; having the highest corporate average fuel economy of any major OEM, and their pioneering work in introducing their FCX fuel cell Sedan in fleet and highway demonstrations.



### Industry Innovation Award 2007

James Harger, Clean Energy Senior Vice President of Marketing and Sales, was joined by Westport Innovations CEO Mike Gallagher, Inland Kenworth General Manager, Mark Zucker, and Kenworth's Andy Douglas to receive the award. The Industry Innovation Award is given to companies that



collaboratively identify solutions to clean transportation obstacles. The ports of Los Angeles and Long Beach in California have all developed clean air action plans to combat public health risks from toxic air contaminants. Trucks are one of the biggest transportation polluters and consume over half of the oil used for road transport. The solution? A fuel provider with a finance program; an engine manufacturer with more than 15,000 engines globally; a leading

manufacturer of heavy-and medium-duty trucks; and a dealer to sell the product. Together, they are making affordable natural gas trucks available to fleets and independent owner-operators now driving older, heavily polluting diesel vehicles. This business model is being rewarded as one that is replicable by others beyond the collaborators winning the award. (Photo from left to right: Annalloyd Thomason, James Harger, Mike Gallagher, Andy Douglas, Graham Noyes, Mark Zucker and Larry Hagman.)

### Industry Pioneer Award 2007

The Industry Pioneer Award 2007 was presented to Anne Smith (photo right), Sr. Vice President of Customer Services for the Southern California Gas Company (The Gas Company) by Santa Ana, California Mayor Miguel Pulido (photo left). An "Industry Pioneer" is an early adopter of a fuel or technology that over time advances their vision through successful public/private partnerships. The Gas Company had the foresight in the early 1970s to embrace natural gas as a transportation fuel. Even then, the clean, affordable fuel was accepted as a tool to combat the inevitable environmental challenges resulting from the population growth that southern California was facing. In spite of waning interest in natural gas as a transportation fuel over the decades, the Gas Company continued its strong program. As a result, the greater Los Angeles Area has benefited from the prescience of a key corporate ally that understood the threats that climate change and oil dependence would pose. Southern California Gas Company is commended for making business decisions for the common good.



### Industry Visionary Award 2007

The award was presented to T. Boone Pickens for his vision and entrepreneurship in the areas of oil and gas, the environment and entrepreneurship. He is rapidly gaining distinction as one of America's most



generous philanthropists, ranking in the top 10 of U.S. givers for his 2005 and 2006 philanthropy, which approached \$400 million. Recipients of his philanthropy have been far-reaching, from the American Red Cross to his alma mater, Oklahoma State University, and from the Reagan Presidential Library Foundation to the Wilmer Eye Institute. His forecasts of U.S. Energy issues have proven uncannily accurate, and he is a frequent guest on some of nation's most respected news programs. Mr. Pickens is not shy in proposing solutions to America's increasing dependence on foreign oil, with a current focus on the need to expand the use of nuclear energy and

clean coal for power generation, with coal replacing what he believes is a cleaner, abundant domestic

alternative — natural gas — in the transportation arena. (Photo from left to right: Larry Hagman, T. Boone Pickens, Annalloyd Thomason)

### **Oxygen Award 2007**

The City of Kansas City, Missouri, received this award for the role they have played in using alternative fuels. Sam Swearngin, Fleet Superintendent for the city, received the award for taking concrete steps to improve the city's air quality through the use of alternative transportation fuels. The city was recently ranked by *SustainLane* as the number three city in the country for the use of alternative fuels, which they've done since 1996. They currently have 218 compressed natural gas (CNG) vehicles in various departments, including Kansas City International Airport's 35 buses. In 2002 the water department began using biodiesel in their more than 900 diesel-powered vehicles. The city is involved in a number of collaborations ranging from alternative fuel research and development with the University of Missouri-Columbia and the Midwest Research Institute to supporting the work of the Kansas City Clean Cities coalition. (Photo from left to right: Larry Hagman, Sam Swearngin, Annalloyd Thomason)



### **About AFVi**

The 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 the education provider and information link between the alternative fuels and vehicles industry and public/private fleets. AFVi is fuel and technology neutral. More information on the conference is available by going to <http://www.afvi.org/NationalConference2007/index.html>.

AFVi ♦ 6771 W Charleston Blvd, Ste C ♦ Las Vegas, NV 89146 ♦ [www.afvi.org](http://www.afvi.org)

###