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Contacts: Sam Haswell (PIBA), 415.971.5397
Duffy Jennings (Silicon Valley Leadership Group), 408.501.7853

PLUG-IN BAY AREA, SILICON VALLEY LEADERSHIP GROUP TEAM UP TO PROMOTE PLUG-IN HYBRIDS

*Palo Alto Mayor and Silicon Valley CEO endorse
partnership at City Hall News Conference*

PALO ALTO, CA – Plug-in Bay Area and the Silicon Valley Leadership Group announced a new partnership today with the aim of encouraging businesses and municipalities throughout Silicon Valley to invest in fuel efficient plug-in hybrid electric vehicles. Palo Alto Mayor Yoriko Kishimoto and Tom Hayse, president and CEO of Newark-based ETM-Electromatic, Inc., were on hand to endorse the partnership at a news conference outside Palo Alto City Hall.

“Plug-in hybrids are the key to a cleaner, more fuel efficient future,” said Rainforest Action Network’s Jodie Van Horn, coordinator of Plug-in Bay Area. “This partnership is another important step toward establishing plug-in hybrids as a realistic alternative to the gas-guzzling vehicles being promoted to consumers by America’s oil-addicted auto industry.”

Plug-In Bay Area is part of a national grassroots effort intended to show automakers the burgeoning demand for plug-in vehicles via “soft orders,” which are declarations of intent to purchase plug-ins once they are commercially available. Plug-in hybrids, which are capable of 100+ miles per gallon, add battery power and a plug to a conventional hybrid while retaining a flexible fuel gas tank. This allows for all-electric, zero-emissions driving locally, and the ability to shift to gas for longer distances.

“Our organization is fully charged and running on all cylinders behind this partnership with Plug-in Bay Area and the importance of reducing greenhouse gases,” said Carl Guardino, CEO of the Silicon Valley Leadership Group, which represents 210 of the region’s largest companies. “We encourage our members, their employees and everyone throughout the Bay Area and beyond to support these and other alternative energy options to fossil fuel-burning automobiles.”

“Plug-in hybrids use a viable, existing technology that can help us dramatically improve our air quality and reduce costly fuel consumption,” said Mayor Kishimoto. “I am excited about the future of this technology for the City of Palo Alto to evaluate, especially since we have our own electric utility to plug into. The City of Palo Alto has an established history of supporting alternative fuel vehicles, and I want to encourage the application of this technology to heavy equipment as well as small commute vehicles. I am willing to place a soft order for a plug-in hybrid personally as a beginning. I hope that the partnership between Plug-in Bay Area and the Silicon Valley Leadership Group will result in area businesses placing soft orders and jump-starting the development of a viable market.”

“I would buy a Plug-in hybrid today if I could,” said ETM-Electromatic CEO Tom Hayse. “Since they aren’t available yet, I plan to put in a soft order for my company, and I will offer incentives to any employees who wish to order plug-ins for themselves. The auto

manufacturers need to know that there are companies and individuals willing to buy these cars as soon as they start rolling off the production lines.”

“Automakers are starting to pay attention to the growing consumer demand for plug-in hybrids – cars that drive like normal cars, with fewer pollutants and fewer trips to the gas station,” said Danielle Fugere, Global Warming Program Director for Bluewater Network. “We intend to keep the pressure on until plug-in hybrids are sold at every corner auto dealer.”

Regional *Plug-In Bay Area* organizers include Rainforest Action Network, Bluewater Network, PG&E, CalCars, San Francisco Electric Vehicle Association, and Plug-In America.

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The goal of Plug-In Bay Area is to bring the Bay Area and America closer to energy independence by working to bring fuel efficient plug-in hybrids to market. Plug-in hybrids, which combine liquid and electric fuel, offer an exciting and timely solution to the nation's dependence on foreign oil, high gasoline costs, poor air quality and climate change.

The Silicon Valley Leadership Group is organized to involve principal officers and senior managers of member companies in a cooperative effort with local, regional, state and federal government officials to address major public policy issues affecting the economic health and quality of life in Silicon Valley.