

GLOBE | 2010

Vancouver, Canada • March 24-26, 2010

For Immediate Release

'AUTO FUTURETECH SUMMIT 2010' TO FOCUS ON THE GREEN CAR TRANSFORMATION OF THE AUTO INDUSTRY

Vancouver, Canada – The **GLOBE 2010 Conference** advances the future of automotive technology with the **Auto FutureTech Summit** – in 2010, focusing on the theme of sustainable transportation.

This is the year that will see global automakers rolling out new electric cars and plug-in hybrids, and murmurs on the car lots are getting louder: that the future is green.

"This is a pivotal year to be spotlighting this sustainable transportation theme," says John Wiebe, President and CEO of the GLOBE Foundation. "The green shifts happening in the auto sector are concrete -- they are happening, and at lightening speed. The Summit sessions will allow for real dialogue about these concepts, and the future of the entire industry. There is a strong business case for eco-efficiency."

Auto FutureTech Summit 2010 will run concurrently with **GLOBE 2010**, now in its 20th year and holding firm as North America's largest, longest-running and most important international environmental business summit.

Over two days, the Summit will bring together the most knowledgeable people in clean technology, sustainable transportation and greening cities including government decisions makers, corporate executives, environmental technology innovators, scientists, economists, think tank leaders, and university researchers - the brightest minds on the future of the world's transportation.

Auto FutureTech 2010 session topics:

- Markets for Plug-in Cars: Understanding the Customer
- Plug-in Car Recharging Infrastructure: Case Studies for Municipalities
- Converting Gas Guzzlers to Fuel Sippers: Plug-in Aftermarket Conversions
- How Green Are Plug-in Cars? Moving Emissions Upstream?

Auto FutureTech 2010 confirmed speakers:

- **Brian Beck**, Project Manager, Low Carbon Vehicle Strategies, City of Vancouver, BC, Canada
- **Al Cormier**, Executive Director, Electric Mobility Canada, Mississauga, ON, Canada
- **John Gartner**, Senior Analyst, Pike Research, Boulder, CO, USA
- **Jay Giraud**, Founder & CEO, Rapid Electric Vehicles (REV), Vancouver, BC, Canada
- **Donna LeClair**, Chief Technology Officer, BC Hydro, Vancouver, BC, Canada
- **Ben Marans**, Manager of Grants and Special Projects, Toronto Atmospheric Fund, Toronto, ON, Canada
- **John O'Dell**, Senior Editor, Edmunds.com, Santa Monica, CA, USA

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- **Sevag Pogharian**, Principal & Founder, Sevag Pogharian Design, Montreal, QC, Canada
- **Constantine Samaras**, Post-Doctoral Research Fellow, Climate Decision Making Center, Department of Engineering and Public Policy, Carnegie Mellon University, Pittsburgh, PA
- **Marc Stuyver**, Manager, Advance Technology and Powertrain Group, Toyota Canada Inc., Toronto, Canada
- **John Thomas**, CEO, ALTe LLC, Plymouth, MI, USA
- **Luke Tonachel**, Vehicles Analyst, Air & Energy, Natural Resources Defense Council, New York, NY, USA
- **David Trueman**, Technical Consultant, Thor Lake, Avalon Rare Metals, Richmond, BC, Canada
- **John Waraniak**, Vice President, Vehicle Technology, Specialty Equipment Market Assoc. (SEMA), Detroit, USA

The **Auto FutureTech Summit** theme could not be more topical in 2010. A study made public in January 2010 suggests that the race to market for green cars will be no passing trend. The study, by economic consulting firm IHS Global Insight, estimates that by 2030 nearly 20 per cent of the global market for vehicles will be filled by plug-in hybrids and battery-powered electric cars. This is in high gear already: two big automakers expect to be selling electric cars in North America this year, and by next year two more global vehicle manufacturers plan to roll out green versions of some of their more popular cars.

“We are witnessing a massive change in the automotive industry,” says Wiebe. “Auto FutureTech Summit 2010 is attracting both the great minds who are spearheading the sustainable transportation shift, and the leaders who are determined to keep up with the speed of change and not get left behind.”

For further information, visit www.GLOBE2010.com.

Media wishing to attend GLOBE 2010 must pre-accredit. Visit www.GLOBE2010.com/media for registration information.

About GLOBE

GLOBE 2010 is produced by the GLOBE Foundation, an international consultancy organization in the business of the environment. GLOBE's expertise lies in project management, event development, and management and consulting in the fields of environment and energy, urban development, and corporate responsibility. The GLOBE Foundation is North America's longest operating producer of environmental events, having produced the GLOBE series since 1993.

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