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## **EV Week 2014 Calls for Bay Area to Embrace eMobility**

**San Francisco kicks off Bay Area-wide week of activities to highlight climate-friendly, efficient and economical transportation**

### **BMW i Joins EV Week as Platinum Sponsor**

**SAN FRANCISCO, CA – October 6, 2014** – Following the largest Climate Change march in history, Charge Across Town kicks-off the third annual electric vehicle EV Week at Fulton Street Plaza in San Francisco’s Civic Center. With the theme of eMobility, this year’s EV Week, Oct. 6-10, 2014 calls for a major shift in how people think about urban mobility towards a full range of environmentally-friendly, efficient, and economical approaches to transportation.

The kick-off event will also celebrate Charge Across Town’s recently awarded grant from the Schmidt Family Foundation’s 11<sup>th</sup> Hour Project for its “Driving on Sunshine” project, a collaboration between the San Francisco Department of the Environment and Envision Solar to showcase the EV ARC™ - the world’s first fully autonomous, solar-powered, and mobile EV charging station.

“The 11th Hour Project recognizes the importance of linking transportation to clean, renewable energy in order to move our nation away from its dependence of fossil fuels, and the Driving on Sunshine project will help people realize that electric cars can be fueled by just the sun,” said San Francisco Mayor Ed Lee. “As the Innovation Capital of the World and the EV Capital of the Nation, San Francisco and the Bay Area region are creating solutions to reduce greenhouse gas emissions and keep our air clean.”

As it has for the past three years, EV Week 2014 will feature test drives of the latest in electric cars, and under the expanded theme of eMobility, an opportunity to check out electric scooters and bicycles, find out about breakthroughs in electric vehicle charging technology, and learn about mobile apps to reduce the carbon footprint of your commute, and more.

“California leads the move to climate-friendly policies, including California Governor Jerry Brown’s goal of getting 1.5 million zero-emission vehicles on California’s roadways

by 2025,” says Maureen Blanc, Director of Charge Across Town. “That goal, and the numerous regulatory, economic, and urban transportation concerns, makes getting off of fossil fuel and EV week’s call for eMobility all the more urgent.”

Today’s kick-off event will feature an official state proclamation by Assemblymember Phil Ting (CA-19), Roger Kim, Senior Advisor on the Environment, San Francisco Mayor’s Office, SFMTA Director of Transportation Ed Reiskin, and EV week’s sponsors including BMW i, Nissan, Honda, Schneider-Electric, GenZe by Mahindra, smart, PG&E, Sunpower, Volta, and Envision Solar.

BMW i, this year’s platinum sponsor, will host ride and drives of the born-electric BMW i3 vehicle throughout the week, with the BMW i8, the revolutionary sports car made with carbon fiber, on display for opening day in San Francisco. The BMW i 360° Electric program of holistic e-mobility solutions for BMW i3 drivers, and BMW i Mobility Services premium car sharing DriveNow program, will be the core focus of the company’s EV Week exhibit, as well as the new ChargeNow DC Fast program offering no cost DC Fast Charging to BMW i3 drivers in California through 2015.

The array of EV week sponsors and participants include electrical vehicle manufacturers, leaders in charging technology, nonprofits and government agencies dedicated to promoting the cause of eMobility.

“Whether your motivation is saving the earth or just saving money, electric cars like Nissan LEAF just make sense,” said Brendan Jones, director of Electric Vehicle Sales and Infrastructure Development, Nissan North America. “Nissan is investing in vehicles like Nissan LEAF, as well as the charging infrastructure for electric cars, to encourage broader adoption. Events like EV Week are an excellent way to educate consumers about the benefits of driving electric.”

Other participants in EV week include CityCarShare, 511.0rg, The New Wheel, and Boosted Boards. After two days in San Francisco, EV Week moves to the South Bay in Palo Alto on Wednesday and the North Bay, in Mill Valley on Thursday and Friday.

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## **ABOUT EV WEEK 2014**

**EV Week** 2014 is a flagship program of Charge Across Town, an educational organization helping to advance the adoption of EVs in the Bay Area by educating the community about the benefits and use of electric vehicles and EV infrastructure. Learn more at: [www.chargeacrosstown.com](http://www.chargeacrosstown.com)