

**Headlines...**

Green Car Summit on Capitol Hill launches WAS Public Policy Days  
 2011 Washington Auto Show Public Policy Day reflects an upbeat industry moving forward  
 Sneak Peek Preview welcomes official Washington to the Auto Show  
 SAE panel calls for cooperation on auto regs.  
 DC Mayor Gray opens Advanced Technology SuperHighway at The 2011 WAS  
 Ford Focus EV wins Green Car Vision Award  
 Carroll Shelby honored with Keith Crain/Automotive News Lifetime Achievement Award  
 Thought for the week ...

**Green Car Summit on Capitol Hill launches WAS Public Policy Days**

Summit panelists urge “stability” in auto regs. as key to energy security

Panelists at The 2011 Washington Auto Show Green Car Summit on Capitol Hill last week called on Congress and U.S. regulators to establish long term rules and regulations on vehicle fuel economy and emissions control as the key to achieving energy independence and security for America.

The Washington Auto Show (WAS) was once again host to the Green Car Summit in partnership with the Green Car Journal where



Rep. Gerry Connelly (D-VA) greets attendees at the Green Car Summit



WAS chairman Charles Stringfellow (C) introduces Rep. Sandy Levin, (D-MI) as Ron Cogan, of the Green Car Journal (L) and Warren Brown of The Washington Post look on

auto industry experts grappled with issues related to energy conservation and limiting greenhouse emissions relative to cars and trucks. The event, held last Wed., Jan 26, was opened by Congressmen Sandy Levin (D-MI) and Gerry Connelly (D-VA) in the Caucus Room of the Cannon House Office Bldg., and launched

Public Policy Days at The 2011 Washington Auto Show. Green Car Journal editor & publisher Ron Cogan jointly emceed the panel

with Warren Brown, automotive columnist for The Washington Post.



The 2011 WAS Green Car Summit,  
Cannon House Office Bldg.

This year's panel included the following industry experts: Tom Baloga, vice president of engineering at BMW/NA; Susan Cischke, group vice president sustainability, environment and safety engineering at Ford; D. Hunt Ramsbottom, president of biofuel producer Rentech; Michael O'Brien, vice president of product planning at Hyundai Motor America; Don Hillebrand, director at the Argonne National Laboratory; Joseph Romm, senior fellow at the Center for American Progress; and Arun Banskota, president of electric vehicle services at NRG Energy.

Each panelist made a point of noting that energy independence for America, and progress in controlling greenhouse gases cannot be made without a stable regulatory setting that will allow automakers to develop and *profitably* sell more efficient vehicles, like plug-in hybrids and all electric vehicles. There was also concurrence that fuel producers develop alternate sources of liquid fuels, like ethanol and biomass fuel.

"We don't think there is a single solution out there," said Sue Cischke, "so Ford is developing single vehicle platforms that can be powered by a variety of engines and fuel sources. For that to happen profitably, we need to know what fuel economy and emissions standards are going to be well into the future. We also need a stable energy policy that limits fuel price fluctuations," she said.

BMW's Tom Baloga urged the government to help inform consumers on what the reality of higher mileage vehicles will be, noting that to get there, "start-stop technology" will occur and the entire driving experience will change.

Michael O'Brien of Hyundai said his company was investing heavily in more fuel efficient four-cylinder engines and plug-in hybrid technology as part of a plan to have a low volume fleet of fuel cell powered vehicles for sales, post-2015.

"Which of these technologies will ultimately prevail is wholly dependent upon our ability to provide an infrastructure for their success," said Joseph Romm of the Center for American Progress. "Government has a role to play in that and it centers mostly on keeping fuel prices stable," he said. Additionally, Romm predicted gasoline prices will rise to \$4 per gallon within the year and that \$5 per gallon gasoline prices are a near term certainty. "If that happens, all the technologies we are talking about here will flourish," he said, adding that "it is imperative that the federal government not interfere with the natural run up in the price of fuel."

Michigan congressmen Sandy Levin has proposed legislation, which would potentially increase the number of plug-in hybrid and electric vehicles eligible for the \$7,500 tax credit from 200,000 to 500,000 per manufacturer.

"Green vehicles represent the vanguard of automotive innovation, but they have to be economical for consumers and profitable for manufacturers", Levin said. "Raising the cap on this credit will help carmakers reach the demand and production scale necessary for long-term viability," he added.

The bill was introduced the day after President Barack Obama reiterated the government's commitment to put 1 million eco-friendly vehicles on the road by 2015.

Introduced via the Recovery Act of February 2009, the current tax incentive applies to five vehicles – Chevrolet Volt, Tesla Roadster, Nissan Leaf, Coda sedan and Wheego Li-Fe.

President Obama in his State of the Union address, the day before the Summit, indicated regulatory stability would be one of the goals of his administration going forward. Correspondingly, the state of California, just last week, agreed to synchronize its efforts to limit greenhouse gases with those of the federal government.

## 2011 Washington Auto Show Public Policy Day reflects an upbeat industry moving forward

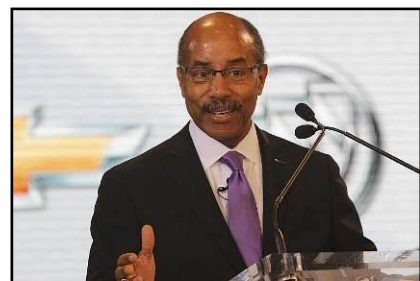


Auto Show chairman Charles Stringfellow opens WAS Public Policy Day, Jan. 27

The weather may have slowed getting around the Nation's Capital, but The 2011 Washington Auto Show (WAS) Public Policy Day last week was another wholly successful affair with press conferences, product announcements and the show's annual Sneak Peek Preview all going off without a hitch. Joining the media and industry representatives were members of Congress and their senior staffs, along with a large contingent of federal establishment and Obama administration operatives. Capping off the day was a highly charged reception and dinner to honor industry icon, Carroll Shelby, the creator of the Shelby Cobra Mustang and a number of other unforgettable vehicles from the American "muscle car" era.

"Getting the show launched is the most labor intensive and exciting part of this job," said Charles Stringfellow, chairman of The 2011 Washington Auto Show. "But when it all comes together, like it has this year during media and industry days, there is a great feeling of satisfaction."

Kicking off Public Policy Day was a breakfast presentation sponsored by Mazda followed later in the morning by an OEM presentation from GM design chief Ed Welburn. Introduced by assistant WAS chairman Robert Fogarty (Sport Automotive), Welburn took the occasion to announce that General Motors had withdrawn its application for \$14 billion in subsidized loans from the U.S. Department of Energy, saying it now had the financial strength to fund investment in more fuel-efficient electric vehicles. Welburn said he hoped that American consumers would view GM's decision to drop the loan application as positive. "It says a lot about our future as a car company and what we have the ability to deliver," he said.



GM design chief, Ed Welburn

Standing at a podium proximate to the Chevrolet Volt, Welburn hailed the roll out of GM's celebrated EV-hybrid in Washington and other major markets as evidence that GM is "at the cutting edge and back." He said GM would begin to sell the Volt in all states by the end of 2011, "so planners were already investigating additional production capacity to meet the demand."

At Ford’s exhibit, Sue Cischke, head of environment and safety engineering, unveiled the OEM’s new initiative to build fleets of wirelessly connected, intelligent vehicles that “talk to each other” with the purpose of avoiding collisions and enhancing traffic flow. Ford already has in place at its research center an “intelligent intersection,” which relays communications from wired vehicles to adjust traffic flow and crash avoidance information. As part of this effort, Cischke said Ford is partnering with other automakers and the federal government, as well as local road commissions to create a common language that ensures all vehicles can talk to each other based on a communications standard. Ford expects wirelessly connected vehicles to become the norm over the next 25 years.



Sue Cischke of Ford addresses the media at the WAS



James Colon, VP product communications at Toyota

Also coming over the next 25 years is a widespread adoption of hybrid drive technology, like that used in the Toyota Prius, said James Colon, VP for product communications. He announced that Toyota already had in place plans to introduce eleven all new Prius products over the next two years and that it was working hard to double the range of its lithium-ion batteries. Colon also announced that Toyota would launch a number of fuel cell vehicles in 2015.

The Toyota plan is similar to what BMW is investigating, though Jim O’Donnell, president of BMW/NA, made a point of saying that it was investigating many power options, but “it is too early to pick winners and losers.” O’Donnell announced that BMW was dropping the six-cylinder engine in its 3-Series vehicle and would replace it with a four-cylinder turbo charged motor. “There is still plenty to be done with gasoline engines,” O’Donnell said.



BMW/NA president Jim O’Donnell



VWoA CEO Jonathan Browning

Jonathan Browning, the new CEO of Volkswagen of America, said his company would be expanding its hybrid offerings as well, with a hybrid Jetta coming in 2012 and the company’s all-electric Blue Motion E-Golf set to arrive in 2013. “We consider The Washington Auto Show our home show since we are headquartered here (Herndon, VA) and we appreciate the critical connection between U.S. public policy and our industry,” he said.

## Sneak Peek Preview welcomes official Washington to the Auto Show

Sen. Ben Cardin (D-MD) was one of scores of official Washington attending the annual Sneak Peek Preview at The Washington Auto Show (WAS) and was welcomed by NADA for the important role he played in the national dealer effort to exclude franchised dealers from the Finance Reform law last year.

Also making appearances were Secretary of Labor Hilda Solis; Gina McCarthy, EPA assistant administrator; and Margo Oge, EPA’s director of transportation air quality. In attendance too, was Maryland former secretary of transportation John Pocari, currently serving as deputy secretary at the U.S. Department of Transportation. Ron Medford, deputy administrator at The National Highway Traffic Safety Administration was also there.



Phil Brady of NADA (left) with AN’s Keith Crain, Sen. Ben Cardin and Gerry Murphy, WANADA, at the Comcast Spotlight reception



“Our Auto Show Sneak Peek Preview is a great way to assemble industry executives and federal establishment leaders all under one roof which facilitates interaction in a relaxed setting among the new vehicles the industry introduces each year,” said WAS producer Gerard Murphy.

Secretary of Labor Hilda Solis (at the wheel) with Ford’s Sue Cischke



EPA assistant administrator Gina McCarthy with Jake Kelderman, WANADA



DOT deputy secretary John Pocari (far right) at the Ford exhibit with Ron Medford of NHTSA (second from right), Jerry Roussel, regulatory manager at Ford and Robert Rivkin, DOT general counsel (left most)

**For more photos of Media Day and the Sneak Peek Preview visit:**  
<http://www.washingtonautoshow.com/public/multimedia/photo-gallery/2011-press-preview>

## SAE panel calls for cooperation on auto regs.

NADA chairman: "Be mindful of what consumers want"

Echoing a theme of cooperation heard often in Washington last week, presenters at the SAE International Plenary Session of their Annual Government/Industry Conference at The 2011 Washington Auto Show (WAS) called for coordination between the auto industry and regulators in drafting future safety, emissions and fuel economy standards. They also called for "joined forces" to combat the growing highway safety threat emanating from distracted driving.

The SAE plenary session is the key thematic event of the annual SAE Government/Industry Conference, which this year included Ed Tonkin, chairman of NADA, who played the role of "realist" by relating actual car buyer practices to the attendees as the panel discussed the future of various power technologies for cars and trucks. "The industry and regulators may well agree on a fuel economy standard of 47 mpg or 62 mpg for 2025, but if that results in technologies that consumers cannot afford or don't want, it doesn't mean anything," he said. Tonkin was referencing the findings of a recent consumer survey by the research firm Synovate, which also found that comfort, price and features continue to be the driving force in auto sales, not "clean" technologies. Said Scott Miller, CEO of Synovate, it's all about the "value proposition" for consumers.



Ed Tonkin, NADA chairman dialoguing with Margo Oge, EPA director of air quality



Mike Stanton, president of The Association of Global Automakers at the SAE Plenary Session

Joining Tonkin and Miller on the panel was Margo Oge, the director of transportation and air quality at the Environmental Protection Agency, Joe Carra, director at the National Highway Traffic Safety Administration, Mike Stanton, president of The Association of Global Automakers and Karl Simon of the EPA, who moderated the panel discussion.

On the subject of distracted driving, the panelists all agreed that a joint government/industry campaign to inform consumers on the highway dangers was appropriate and traffic laws banning handheld texting devices while driving were imperative.

## DC Mayor Gray opens Advanced Technology SuperHighway at The 2011 Washington Auto Show (WAS)

“I’m a huge fan,” he says

DC Mayor Vincent Gray officially opened The 2011 Washington Auto Show’s Advanced Technology SuperHighway pavilion on Thursday, Jan 27, noting that he was very much an advocate of the Auto Show and was gratified seeing it develop into a world class venue on the tier one circuit. “I’m a huge fan of this show and didn’t just show up here to cut another ribbon,” he said.

As chairman of the DC City Council, Gray previously travelled with WAS organizers to key auto shows in Frankfurt, Germany and Paris, France to tout Washington as a destination city and its Auto Show as the *public policy show*.



DC mayor Vincent Gray

Gray noted that a new 1,100 room convention hotel being erected adjacent to the Washington Convention Center will assist the out of town visitors coming to the Auto Show in the future, which he said is consistent with “the show’s world class status.”

## Ford Focus EV wins Green Car Vision Award



The 2012 Ford Focus Electric Vehicle is the winner of the Green Car Vision Award for 2011. Green Car Journal publisher Ron Cogan made the presentation during Public Policy Day at The Washington Auto Show last week to Sue Cischke, Ford’s head of environment and safety engineering.

Cogan said the Ford Focus EV was selected for “the dynamic design flexibility of its platform, which allows Ford to fit the vehicle with gasoline, electric, hybrid, or diesel power plants depending upon fueling infrastructure in the region where it is sold. “The fact that this vehicle is power source agnostic is what sets it apart from the other models nominated,” Cogan said.

The new Ford Focus and its variants, including the C-max minivan, go on sale here and across the U.S. in the second half of 2011.

## Carroll Shelby honored with Keith Crain/Automotive News Lifetime Achievement Award



Left to right; George Doetsch, WANADA chairman; Cleo Shelby; Carroll Shelby; Rep. Ralph Hall (R-TX); Jim Farley, Ford's global marketing chief; Charles Stringfellow, WAS chairman; and Keith Crain, editor-in-chief, Automotive News

The iconic American car designer and International Motorsport Hall of Famer, Carroll Shelby, became the third winner of the Keith Crain/Automotive News Lifetime Achievement Award at a special reception and dinner in his honor on Thursday, Jan. 27, 2011, at The Washington Auto Show (WAS).

The event, held during the course of the WAS Sneak Peek Preview, drew a lively crowd of admirers and featured a special video tribute to the 88 year old Shelby created by the Ford Motor Company, with whom Shelby has had a relationship since the production of his first AC Cobra and the special Mustangs that followed.

The evening's activities were commenced by WANADA chairman George Doetsch (Apple Ford) and WAS chairman Charles Stringfellow (Brown Automotive), who set the tone of the evening with remarks from Congressman Ralph Hall (R-TX), a life-long friend of Shelby, who regaled the audience with a number of west Texas stories about the humble chicken farmer who became synonymous with the American power sports cars of the 1950s and 1960s.

Rep. Hall was followed to the podium by Jim Farley, group vice president for global marketing at Ford, who credited Shelby as one of the reasons he got into the car business. "Carroll Shelby was an inspiration to a great many of us at Ford," Farley said and "from the senior staff at Ford and its 200,000 employees, we want to thank you tonight!" Farley then showed a video Ford prepared for the WAS occasion on Shelby's extraordinary career.





Carroll Shelby autographs the Shelby Cobra Daytona belonging to Auto Show chairman Charles Stringfellow

“It’s worth noting that on this day (January 27) in 1966, Shelby and Ford introduced us to the Mustang GT 350 and the muscle car era many of us still yearn for,” Keith Crain said in his tribute to Shelby. “I’m sure he is thinking about another car even now, because that is what Carroll is always doing,” Crain added.

To a standing ovation, Shelby responded, noting that “the only thing I’ve ever tried to do was build cars I’d like to drive myself and, fortunately, I’ve been right a few times.” Indeed you have been, sir!

“My favorite part of the entire evening was when Carroll autographed my Shelby Cobra,” said Charlie

Stringfellow, whose classic Shelby vehicle was one of a number on display at the WANADA member reception sponsored by Comcast Spotlight.

For more photos of the Carroll Shelby Lifetime Achievement Award Reception and Dinner visit:  
<http://www.washingtonautoshow.com/public/multimedia/photo-gallery/2011-keith-crain-award>

### Thought for the week...

This is our generation’s Sputnik moment!

--President Obama in the State of the Union address Jan. 25, 2011, on the challenge of energy independence and security, the major theme of Public Policy Days at The 2011 Washington Auto Show