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Wisconsin Clean Cities to debut The Electric Room at the Greater Milwaukee Auto Show

New feature to showcase electric vehicles, charging options and benefits

MILWAUKEE — Wisconsin Clean Cities will debut The Electric Room at the 2018 Greater Milwaukee Auto Show, representing the first all-electric vehicle display in the show's history.

"Wisconsin Clean Cities is delighted to bring the first Electric Room to the Greater Milwaukee Auto Show," Wisconsin Clean Cities Executive Director Lorrie Lisek said. "Our coalition and stakeholders are passionate about sustainable transportation innovations and technologies. We are anxious to share that passion and knowledge for the first time with auto show guests."

Wisconsin Clean Cities, a nonprofit organization serving the entire state of Wisconsin, is one of nearly 100 U.S. Department of Energy Clean Cities coalitions. The coalitions partner with members in the public, private and nonprofit sectors to reduce dependence on imported oil in the transportation sector by promoting the use of alternative fuels and sustainable transportation options, thereby improving air quality and supporting local jobs and the economy.

The Electric Room, staffed by Wisconsin Clean Cities and coalition volunteers, will feature the latest in electric and hybrid vehicles and charging stations. Attendees will have the opportunity to explore the latest models and technologies and learn about the many economic, environmental and respiratory health benefits of electric and hybrid vehicles as well as how they contribute to our nation's energy security.

Among the vehicles planned for display in The Electric Room are the Honda Clarity, the BMW i3, the Hyundai Ioniq and the Nissan LEAF. AeroVironment and ClipperCreek will also be on hand with electric vehicle charging station displays.

Electric vehicle owners and enthusiasts are invited to a plug-in electric vehicle owner's event from 6 p.m. to 8 p.m. March 1 in the Electric Room. Jukka Kukkonen of the Minnesota PEV Owners' Circle will serve as tour facilitator for plug-in electric vehicle owners who gather to share experiences and learn about the latest technologies. Kukkonen will lead attendees on tours of the plug-in electric vehicles on display in the Electric Room and throughout the Auto Show. Admission is free but pre-registration is required. Pre-registration is available online at <http://conta.cc/2nPz3B3> or by contacting Courtney Long at (414) 221-4487 or courtney.long@wicleancities.org.

The Electric Room is being presented in collaboration with the Midwest EVOLVE (Electric Vehicle Opportunities: Learning, eVents, Experience) project, a three-year effort aimed at demonstrating the performance and environmental benefits of plug-in electric vehicles through

showcases, ride and drives and other events. Wisconsin Clean Cities is a partner on the seven-state project with seven other Clean Cities coalitions and the American Lung Association of the Upper Midwest. In the first year of the partnership in 2017, more than 36,000 people participated in nearly 70 events. Learn more about Midwest EVOLVE and other Wisconsin Clean Cities-related events at www.midwestevolve.org.

The Greater Milwaukee Auto Show is presented by the Automobile Dealers Association of Mega Milwaukee (ADAMM) and produced by Motor Trend Auto Shows. The Auto Show is open to the public February 24 through March 4 at the Wisconsin Center, 400 W. Wisconsin Ave. in Milwaukee. Show hours are Saturdays 10 a.m. to 10 p.m., Sundays 10 a.m. to 6 p.m., Monday through Thursday 3 p.m. to 9 p.m. and Fridays 1 p.m. to 9 p.m.

Admission is \$12 for adults (13 and older), \$9 for seniors (62 and older, valid Monday through Thursday only) and \$6 for children ages 7 to 12. Children 6 and younger are admitted free of charge and kids 12 and younger are admitted free on Family Days March 3 and March 4.

More information on the Auto Show and advance ticket sales are available online at www.AutoShowMilwaukee.com.

For more information about Wisconsin Clean Cities, go to www.wicleancities.org.

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About Wisconsin Clean Cities

Wisconsin Clean Cities (WCC) is a nonprofit coalition focused on promoting cleaner energy for transportation in Wisconsin. WCC is one of nearly 100 coalitions across the country affiliated with the U.S. Department of Energy's Clean Cities program, which brings together stakeholders to increase the use of sustainable transportation options and improve air quality. WCC concentrates its efforts on educating businesses and municipalities throughout Wisconsin. Learn more at www.wicleancities.org.