



FOR IMMEDIATE RELEASE

OC Auto Show Launches Electric Avenue Presented by Southern California Edison To Educate and Inform Consumers on Benefits of Electric Vehicles

ANAHEIM, Calif. – (September 18, 2019) The Orange County Automobile Dealers Association today announced the addition of Electric Avenue presented by Southern California Edison, an all-new experience set to take place during the Orange County Auto Show, October 3-6, at the Anaheim Convention Center.

Electric Avenue, designed to educate and inform car buying customers of the benefits of owning an electric vehicle, is set to take place at the Orange County Auto Show, October 3-6, at the Anaheim Convention Center. Attendees will have the with opportunity to learn about electric vehicle technology as well how easy it is to make the switch to electric.

OC Auto Show attendees will learn about federal, state, utility and air district incentives for choosing to drive electric including Southern California Edison's Clean Fuel Reward Program and the Clean Vehicle Rebate Project (CVRP). The Clean Fuel Reward Program provides Southern California Edison customers who drive all-electric or plug-in hybrid vehicles a payment of \$450 through the state's Low Carbon Fuel Standard Program. The nation's largest electric vehicle rebate program, the Clean Vehicle Rebate Project (CVRP) promotes clean vehicle adoption offering up to \$7,000 for the purchase or lease of new eligible vehicles (battery electric, plug-in hybrid electric vehicles and hydrogen fuel cell vehicles).

"Events like the OC Auto Show are very important because consumers need to know that electric cars offer tremendous advantages over gas-powered cars, from lower fuel and maintenance costs to reduced emissions and environmental impacts," said Jonathan Changus, a senior manager at the Center for Sustainable Energy, administrators of California's Clean Vehicle Rebate Project. "Increasingly, car shoppers at all income levels are becoming aware that state and local governments, air districts, utilities and other agencies are offering vehicle rebates and EV charging equipment incentives that make driving electric more affordable."

California sells nearly 50 percent of all battery electric and plug-in hybrids in the nation. 13 percent of all new vehicles sold in Orange County are battery electric vehicles and plug-n hybrids. Electric Avenue supports

California's goal to reduce harmful greenhouse gas and air pollution 40 percent by 2030. Consumers will learn about the current regional charging infrastructure in place to support electric vehicle drivers as well as available home charging options. The majority of manufacturers are now offering electric vehicle options, many of which will be on display at the auto show.

The OC Auto Show is the place to check out the latest 2020-model vehicles in a non-selling environment. Attendees are invited to sit behind wheels, inspect engines, experience new technologies and even take a test drive in more than 100 new vehicles. The OC Auto Show will also feature exotic vehicles, pre-production models, interactive displays and fun for the little ones. Additionally, the SoCal Work Truck Show within the auto show returns with a collection of the latest work trucks and vans from top manufacturers.

About the OC Auto Show

The OC Auto Show is owned by the Orange County Automobile Dealers Association and produced by Motor Trend Auto Shows. The show will be open to the public Thursday, October 3 through Sunday, October 6, at the Anaheim Convention Center, located at 800 W. Katella Avenue, Anaheim, Calif. 92802. Show hours are Thursday, from 4 p.m. to 10 p.m., Friday, from 12 p.m. to 10 p.m., Saturday, from 9 a.m. to 10 p.m. and Sunday, from 9 a.m. to 7 p.m. Ticket prices Thursday, October 3 through Sunday, October 6 are \$15 for adults and \$12 for senior citizens. Children 12 and under are admitted free when accompanied by an adult all show days. Admission for military (w/any DOD ID) and first responders is \$10. Purchase advance tickets at www.AutoShowOC.com. For additional information visit www.AutoShowOC.com or follow www.facebook.com/OCAutoShow on Facebook and [@OCAutoShow](https://twitter.com/OCAutoShow) on Twitter and Instagram. Hashtag #ocautoshow

About The Center for Sustainable Energy

The Center for Sustainable Energy (CSE) is a nonprofit energy program administration and advisory services organization. Our vision is a future with sustainable, equitable and resilient transportation, buildings and communities. The nation's largest electric vehicle rebate program, the Clean Vehicle Rebate Project (CVRP) is sponsored by the California Air Resources Board and administered by the Center for Sustainable Energy. Learn more at www.CleanVehicleRebate.org or www.energycenter.org.

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