



FOR IMMEDIATE RELEASE:

October 14, 2011

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***Plug-In Texas* Releases Educational Electric Vehicle Film to
Coincide with National Plug In Day, October 16**

AUSTIN— To coincide with National Plug In Day, October 16, a nationwide observance drawing global attention to the environmental, economic and other benefits of plug-in electric vehicles, *Plug-In Texas* is releasing a new educational short film entitled *Electrifying Texas' Transportation Future*.

The film discusses the growing marketplace for electric vehicles (EVs) in Texas, the lower cost of ownership of these new high-tech vehicles, and the important role the vehicles play in reducing dependence on foreign oil and improving air quality. The film is intended to educate prospective EV drivers on the different types of electric vehicles currently on the market, demonstrate how vehicle charging works and portray the ease and convenience of vehicle ownership.

Russ Keene of *Plug-In Texas* stated, "This film is another step in our public education initiative communicating the benefits of EVs. We want Texans to know these vehicles are here and they are viable. Fleet investment and general consumer adoption is growing in our state and we hope all Texans will take a serious look at electric vehicle ownership."

As a statewide advocacy group which serves as a public clearinghouse for information on EVs, *Plug-In Texas'* program plans in late 2011 and 2012 include an interactive extension to its website with tools for consumers to gain understanding of the vehicles, calculates carbon footprints, and the cost of vehicle ownership. Also, the organization will hold EV test drives around the state and advance public policies to stimulate adoption of EVs.

The *Plug-In Texas* film is viewable on the coalition's website [<http://plugintexas.org/how.php>]. It was produced by Chip Rives of Cinco Productions in Austin, Texas.

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About Plug-In Texas: *Plug-In Texas* is a broad-based and growing statewide coalition of private and public interests dedicated to supporting policy changes that promote battery electric, plug-in hybrid and all-electric vehicles in Texas, as well as the infrastructure needed to support them. *Plug-In Texas* will support activities that create new jobs, foster development of new technologies, improve environmental conditions and spur economic activity that supports the electric vehicle industry. The coalition serves as a clearinghouse for information on EVs, and supports initiatives that market the development and promote the commercial viability of EVs. *Plug-In Texas'* membership includes: ECotality, Environment Texas, Environmental Defense Fund, Ford Motor Company, General Motors, Gulf States Toyota, Luminant, NRG Energy, Texas Automobile Dealers Association, Texas League of Conservation Voters, Toyota Motor North America and TXU Energy. For more information about *Plug-In Texas*, visit www.PlugInTexas.org.