

FOR IMMEDIATE RELEASE

Media Contact:

Rachel Singer
(951) 405-6754
rsinger@wrcog.us



Southern California AltCar Conference to be in Riverside, California

Riverside, CA – October 4, 2019 – For the first time ever, the Southern California Alt Car Conference, Expo and Ride & Drive event will be in Riverside, California. Alt Car events are known throughout the state to bridge the gap between the alternative fuel vehicle (AFV) industry and local agencies, businesses, and the general public. The Western Riverside Council of Governments (WRCOG) is excited to partner with AltCar to bring the latest discussions and examples of AFV technology to Western Riverside County on October 16, 2019 at the Riverside Convention Center.

Showcasing an extensive array of AFVs, the event will be divided into two parts: the SoCal AltCar Conference and then the Expo and Ride & Drive event. At the Conference, attendees will hear from industry leaders on innovative mobility solutions and best practices for onboarding new AFV technologies. In anticipation of the relocation of California Air Resources Board's (CARB) Southern California headquarters to the City of Riverside, the Conference will also feature Mary Nichols, CARB Chair, who will be the keynote speaker. Nichols comments that, "The Inland Empire region is rapidly becoming a destination for clean-energy technology and serves as an example of climate-friendly policies that promote and protect public health and environmental justice." After the Conference, guests can enjoy free admission to the Expo and Ride & Drive event to test drive the latest AFV automobiles and speak with product specialists—bridging the gap between industry and the public.

The SoCal AltCar Conference, Expo and Ride & Drive is on October 16, 2019 at the Riverside Convention Center from 9 a.m. to 3 p.m. Online registration is required for the SoCal AltCar Conference and tickets are \$75. The Expo and Ride & Drive event will begin at 2:00 p.m. and is a family-friendly event free to the public. For additional information, or to register for the conference, visit www.altcarexposocal.com.

###

About WRCOG

WRCOG is a joint powers authority, consisting of the County of Riverside, 18 cities, two regional water districts, the Riverside County Superintendent of Schools, and the Morongo Band of Mission Indians. Its actions and activities are guided by its members. Recognizing that issues related to growth are not constrained by city or county boundaries, WRCOG focuses on a number of regional matters important to the future of Western Riverside County. By working together through its committee structure and utilizing existing resources, WRCOG is cost-effective by reducing duplication of effort and sharing information, enabling strong advocacy and

strengthening Western Riverside County's standing in southern California and the state. WRCOG's program areas are varied and range from transportation to air quality, solid waste, environment, energy, economy, sustainability, and growth. For more information about WRCOG please visit <http://www.wrcog.us/>.

About AltCar

Established in 2005, AltCar is the only event in the United States to gather every single model of alternative technology light duty vehicle available for purchase or lease in one location. With four annual events across California, AltCar brings together the leaders in alternative energy innovation to showcase the largest collection of alternative fuel vehicles and technologies in an accessible and comprehensive setting for both industry insiders and the general public. AltCar empowers citizens to take further action in supporting California's groundbreaking clean car policies that are driving national and global change. For more information, visit altcarexpo.com.