

# GreenDriveExpo

Third weekend in July. Madison, WI. Dane County Fairgrounds/Alliant Energy Center. Exhibit Hall B

Today is Wednesday, July 17....Hybridfest Green Drive Expo 2009 is almost here! We look forward to seeing you soon!

## **WHERE/WHEN MEMBERS SHOULD CHECK IN AT HYBRIDFEST**

- Friday check in begins at 12:15 p.m. at Lyckberg Park. (See location below.) **12:15 p.m. – 8:00 p.m.**
- **IF YOU ARE NOT CHECKING IN ON FRIDAY, PLEASE LET US KNOW ASAP SO WE CAN MAKE ARRANGEMENTS TO LET YOU INTO THE FAIR GATES ON SATURDAY.**
- Saturday Member Check In will be inside the Fair, in the lobby of Exhibit Hall B. **10:00 a.m.-5:00 p.m.**
- Sunday Member Check In will be inside the Fair, in the lobby of Exhibit Hall B. **Noon – 2:00 p.m.**

**Thursday, July 17, 6:30 p.m. – 9:00 p.m.**

## **NEW!!! Return of the Hybridfest Green Drive Cruise-In. Quaker Steak & Lube in Middleton**

If you are already in town on Thursday, plan on hanging out at the unofficial pre-pre-show event. We'll show off our cars as part of the usual Classic Car Cruise Night at QS&L.

- We'll meet in the Clarion Hotel lobby at 6:30 and then form a convoy of vehicles over to Quaker Steak & Lube in Middleton. (2259 Deming Way Middleton, WI 53562. 12 miles from the hotel.)
- Google map of how to get there from the hotel - <http://tinyurl.com/m82t9r>
- We should arrive and park in the QS&L lot by 7:00 p.m.
- We'll hang out, have a late supper, and then head back around 9:00 p.m.

**Friday morning, July 17. 10:30 a.m. to 11:30 a.m.**

## **NEW!!! SPECIAL PRESENTATION BY FORD MOTOR COMPANY – Ruby Sponsor**

**Clarion Hotel – 2110 Rimrock Rd, Madison, WI 53713**

**Michigan Conference Room**

**PLEASE RSVP IF YOU PLAN TO ATTEND THIS SPECIAL EVENT! Provide name and number of people that will be there. Call us at 608-729-4082 or email [info@GreenDriveExpo.com](mailto:info@GreenDriveExpo.com)**

- Please join us for a special Ford Motor Company presentation: "How Did They Do That?", a close-up look at the story behind the class leading 41 mpg city fuel economy for the new Fusion Hybrid. Praveen Cherian, lead engineer on the Fusion Hybrid development team, will take you behind the scenes to explain the new hybrid controls, new hybrid battery cell chemistry, regenerative braking and even the special Smart Gauge which coaches you in efficient driving to get the most out of your hybrid. Cherian will also share Ford's strategy for bringing electric vehicles to market over the next few years.
- For added fun, Hypermiler Wayne Gerdes will join us to explain how they squeezed 1,445 miles (81 miles per gallon) on a single tank of gas. That record for a gas powered, mid-sized sedan came after 69 hours of driving. Officially the Fusion's range is 700 miles per tank. Wayne will offer practical, everyday tips on how to maximize your mileage through eco-driving.

**Friday July 17. Noon – 8:00 p.m.**

## **NEW!!! DIFFERENT PARK FOR ALL FRIDAY OUTDOOR EVENTS!! LYCKBERG PARK.**

**We will be at a new park this year for Friday activities.** It is a private park called **Lyckberg Park** and it is on the Alliant Energy Center/Fairgrounds. *It is only accessible by entering in the Rusk Avenue Gate* and following the outer edge of the Fair's South parking lot for ~1600 feet until you reach Lyckberg's parking area.

- We will NOT be at Olin Park this year
- Lyckberg Park is on the Fairgrounds and can only be accessed by entering through the Fairground's Rusk Ave gate.
- It is NOT accessible by any other through-road, no matter what your navigation or Google maps say!
- Be sure to check the attached "Points of Interest" map for reference.

### **Where to park your car at Lyckberg Park**

- MPG Challenge participants will have their cars staged in the parking lot next to Lyckberg Park.
- If you are not in the MPG Challenge, you will be directed to park on the grass. (NOTE: If the ground is too wet we will not park on the grass and instead you will be directed to a location in the parking lot away from the MPG Challenge vehicles.)
- Be sure to check the attached "Points of Interest" map for reference.

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## **MPG CHALLENGE PARTICIPANTS (Friday July 17)**

**\*\*\* If you have a modified hybrid vehicle please let us know ASAP. Ask via email if you aren't sure. \*\*\*** In general, if you have something installed that changes the nature of how the hybrid system works and you will be using that feature during the event, it will be considered modified.

- Arrive **no later than 12:15 p.m. on Friday** at the Lyckberg Park pavilion for driver check in.
- You must check in between 12:15 p.m. and 12:30 p.m.
- Mandatory drivers meeting from 12:30 p.m. - 12:50 p.m. at the Park Pavilion. Maps, designated times, and other instructions will be discussed. First car leaves at 1:00 p.m., then every 3 minutes after that.
- Each car will have an easy-to-remove Hybridfest MPG Challenge logo applied to the car door.
- **NEW!!! The map of the course will be released a few days prior to the MPG Challenge**, providing people time to familiarize themselves with the course. Watch your email early next week.

## **OWNERS SHOWCASE PARTICIPANTS (Saturday, July 18)**

This is your chance to show off your vehicle to everyone at the event. Although the vehicles will be set in place for the entire day, you do not have to be next to your vehicle the entire time.

Time line for the Showcase:

- 8:30 a.m.: Arrive at the Fair parking lot via the Rusk Avenue Gate so we can arrange the Showcase Vehicles into their groupings.
- 9:00 a.m.: Parade into Fair Grounds.
- 4:45 p.m.: Owners return to their Showcase vehicles.
- 4:55 p.m. Last call for owners to return their vehicles.
- 5:00 p.m.: Showcase vehicles parade out of Fair.
- If you do not return to your vehicle at the appointed time your car will be left behind on the grounds and it will be very, very difficult to get your car out.

## **FOR MEMBERS ARRIVING THURSDAY**

We'll be working on preparing things for your arrival in a conference room on the main level of the Clarion Hotel. We'll be in and out all day. Feel free to pop in and say "Hello!" Even though we are still setting things up, we'd love to see you. In fact it's a great way for you to get a glimpse behind the scenes of the show as well as possibly helping out with last-minute tasks!

## **GROUP PHOTO WITH MEMBERS AND CARS**

During the late afternoon or evening on Friday, once all the cars are back from the MPG Challenge, we are going to attempt the first-ever group photo of the members with their cars. This will happen on the grounds of Lyckberg Park.

## **VOLUNTEERS**

The volunteer coordinator, Bradlee Fons, will be contacting volunteers. More recent registrants will be contacted on site. Continue to work with Bradlee to find opportunities that fit your schedule.

## **CAR WASH - SELF WASH**

The one that is nearest the Clarion Hotel is Whale of a Wash (~1.1 miles away.) Here is a link to the map of how to get there from the hotel. <http://tinyurl.com/nvfeug>  
From the hotel parking lot:

- Right on Rusk Ave for 1.1 miles.
- It will turn into Frontage Rd/Badger Rd
- Whale of a Wash will be on the left hand side. 711 Badger Rd. Madison, WI 53713

## **IMPORTANT ADDRESSES**

- Clarion Suites Central Madison: 2110 Rimrock Rd., Madison, WI 53713
- Dane County Fairgrounds/Alliant Energy Center: 1919 Alliant Energy Center Way; Madison, WI 53713 (We will be entering the Fair parking lot via Rusk Avenue through the Fair's Rusk Avenue Gate.)

## **HOTEL BREAKFAST AND SATURDAY MANAGER'S RECEPTION**

- Clarion Hotel Guests receive free breakfast as part of their stay. They also receive free beer, wine and soda during the Saturday manager's reception at the hotel in the Great Room beginning at 5:30 p.m.
- If you are not a hotel guest, you are still invited to join these events, but you will need to pay for items consumed at the hotel.

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## MEMBER SCHEDULE OF EVENTS\*

- The current schedule of events for Hybridfest Members can be found on the web site at <http://www.greendriveexpo.com/become-a-member.html>
- Events which are open to the public be found on the Activities page on the web site at <http://www.greendriveexpo.com/activities.html>

### THURSDAY, JULY 16

All activities are for Hybridfest members only.

7:00 p.m. – 9:00 p.m. Green Drive Cruise-In at Quaker Steak & Lube in Middleton (Free to attend. Meal on your own.)

### FRIDAY, JULY 17

All Friday activities are for Hybridfest members only.

- 10:30 a.m. – 11:30 a.m.: Exclusive VIP session with Ford Engineers and more!
- 12:15 p.m. – 8:00 p.m.: Member check-in, light snacks available.
- 12:30 p.m. – 5:00 p.m.: MPG Challenge.
- 6:00 p.m. – 7:00 p.m.: Eat & Greet meal served. (tickets must be ordered at time of registration)
- 7:00 p.m. - 8:30 p.m.: Ice cream social. (open to all members and their guests)
- 7:30 p.m. – 8:00 p.m.: MPG Challenge awards.
- 9:00 p.m.: Reception ends.

### SATURDAY, JULY 18

Except where noted, all Saturday activities are indoors, in the Alliant Energy Center Exhibition Hall.

Saturday morning Hybridfest Green Drive Expo members-only activities:

- 10:00 a.m. – 5:00 p.m.: Member check-in continues.
- 8:30 a.m.: Members displaying green vehicles gather their vehicles in staging area.
- 9:30 a.m.: Vehicles proceed into the Fair Grounds for display in the Green Drive Expo "Owners Showcase".
- noon - 1:00 p.m. Pre-ordered member boxed lunches available for pickup; please present ticket from your check-in packet.

Public activities 10 a.m. to 5 p.m.:

- Green Drive Owners Car Showcase. See the variety of models, shapes, sizes, and colors of hybrid cars on the road today.
- "Talk To an Owner" sessions.
- Free green vehicle test drives (access via rear of Exhibition Hall).
- Exhibitor and vendor booths.
- MPG Challenge winning cars on display.
- 10:30 a.m. to 5 p.m.: Presentations on clean transportation and environmental issues.
- 4:30 p.m.: People's Choice Awards for the Green Drive Owners Car Showcase are presented.
- 5:00 p.m.: Green Drive Owners Car Showcase vehicles parade out of the fairgrounds.

Saturday evening Hybridfest Green Drive Expo members-only activities:

- 5:30 p.m. - 6:15 p.m. Hybridfest Green Drive Expo Manager's Reception. (At Clarion Hotel Great Room.)
- 6:15 p.m. - 7:30 p.m. Hybridfest Green Drive Expo Banquet in the Alliant Energy Center, upstairs Lake Conference Rooms (for those Members who pre-registered.) Please present your meal tickets from your check in packet.
- 8:00 p.m.: Special after-dinner events at the Clarion Hotel. To be announced.

### SUNDAY, JULY 19

Sunday morning Hybridfest Green Drive Expo members-only activities 9:30 a.m. – 11:30 a.m.

Location: Clarion Hotel Conference Room.

- 9:30 a.m. – 11:30 a.m.: Technical Sessions.
  - 9:30 a.m. – 10:30 a.m.: PHEV Owner moderated panel discussion. Open to all people interested in finding out more about life with a Plug In Hybrid Electric Vehicle.
  - 10:30 a.m. – 11:30 a.m.: Hybrid Battery Repair discussion. What it takes to refurbish Honda IMA batteries.

\*all events subject to change

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## MEMBER SCHEDULE OF EVENTS (Cont)

### SUNDAY, JULY 19 (cont)

Public activities are from noon to 5 p.m.:

- Free green vehicle test drives. (access via rear of Exhibition Hall)
- Exhibitor and vendor booths. (indoors)
- MPG Challenge results on display.
- People's Choice results on display.
- 1:00 p.m. to 5:00 p.m.: Presentations on clean transportation and environmental issues.

Sunday evening Hybridfest Green Drive Expo members-only activities:

- 5:00 p.m. – 6:00 p.m.: After the show ends feel free to help us pack up. Many hands make light work.
- 6:30 p.m. - ?? Our traditional after-Hybridfest chat session over at Culver's Beltline location. 2102 West Beltline Hwy., Madison, WI 53713

## HYBRIDFEST GREEN DRIVE EXPO SPEAKER SCHEDULE

### Saturday, July 18

Sessions on the Hall Stage except as noted.

- 11:00 a.m.: **Featured session.** UPSTAIRS LAKE CONFERENCE ROOMS. Ford Motor Company. : "How Did They Do That?" Praveen Cherian, lead engineer on the Fusion Hybrid development team. Wayne Gerdes, Hypermiler.
- 1:00 p.m.: Carbon Day. Scott Emalfarb. "Fueling America's Energy Independence".
- 2:00 p.m.: A123 Systems. Ricardo Bazzarella. Battery technology.
- 3:00 p.m.: Fire em Up. Jeffrey Bach. Propane vehicle conversions.
- 4:00 p.m.: Ecomodder.com. Benjamin Jones. Ecomodding and you.

### Sunday, July 19

- 1: 00 p.m.: Carbon Day. Scott Emalfarb. "Fueling America's Energy Independence".
- 2:00 p.m.: Linear Logic. Ron DeLong. Scangauge II and it's uses.
- 3:00 p.m.: Hybrid Battery Repair. Ken Hanes. Rebuilding battery packs full demo. (At booth #211).

### TEST DRIVES AND DEMONSTRATIONS EACH DAY

Test drives are in the loading dock area which is out the back doors of the hall. Register at the corresponding vehicle booth inside the Exhibit Hall prior to go out to the test drive area.

- A123 (booth #411) showing installation of a PHEV pack on Saturday.
- Hybrid Battery Repair. (Booth #211) Hybrid battery pack rebuilding. (noon, 2 pm and 4pm Saturday).
- Test drive the 2010 Ford Fusion Hybrid, 2010 Mercury Milan Hybrid, Ford Escape Hybrid or Mercury Mariner Hybrid. Register at the Ford booth, #101.
- 2010 Toyota Prius Test Drives. Register at the Toyota booth, #102.
- smart car test drives. Register at smart center Milwaukee's booth, #418.
- NEV test drives. Register at booth #126, Green Autos..
- NEV test drives are also available from Ozee Cars. Register at booth #412.

As always we want to thank all of our sponsors that make Hybridfest Green Drive Expo possible:

#### Ruby Sponsors:

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