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Wisconsin Clean Cities' The Electric Zone coming to Milwaukee Auto Show

Display to showcase electric vehicles, charging options and benefits

MILWAUKEE — Wisconsin Clean Cities' The Electric Room is now The Electric Zone, a display dedicated exclusively to electric vehicles at the 2019 Greater Milwaukee International Car and Truck Show February 23 through March 3.

The Milwaukee-based nonprofit debuted The Electric Room in 2018, marking the first all-electric vehicle display in the auto show's history.

"Wisconsin Clean Cities is delighted to bring The Electric Zone to the Auto Show," Wisconsin Clean Cities Executive Director Lorrie Lisek said. "We are proud of the success the display achieved in its first year and are anxious to build on that momentum. With rapidly advancing technologies and more electric vehicles being added by automakers than ever before, this is truly a must-see auto show attraction."

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 promote energy security through the use of sustainable domestic fuels and technologies, thereby improving air quality and supporting local jobs and the economy.

The Electric Zone, staffed by Wisconsin Clean Cities and coalition volunteers, will feature the latest in plug-in electric vehicles and charging options. 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 vehicles as well as how they contribute to our nation's energy security.

Among the electric vehicles planned for display in The Electric Zone are the Tesla Model 3 and Model X, the 2019 Honda Clarity courtesy of Schlossmann Honda City, the 2019 Chevrolet Bolt courtesy of Andrew Chevrolet, the 2019 Toyota Prius Prime courtesy of Heiser Toyota and the 2019 Nissan Leaf courtesy of Rosen Nissan.

The public is invited to join Wisconsin Clean Cities and Jukka Kukkonen of PlugInConnect Thursday, February 28 from 6 p.m. to 8:45 p.m. for Electric Vehicle Night at the auto show. Kukkonen, who will serve as facilitator and tour guide, is an electric vehicle market and business solutions consultant who combines his automotive industry experience with electric vehicle market knowledge. Kukkonen will lead attendees on tours of the electric vehicles on display in The Electric Room and throughout the auto show.

Electric vehicle owners as well as those curious about electric vehicles are welcome and encouraged to attend the event. Please meet in The Electric Room at 6 p.m. Admission to the event and the auto show are free for the evening, but pre-registration is required.

Register online at <https://conta.cc/2S1bEOT> or by contacting Wisconsin Clean Cities' Kelly Verbeke at (414) 221-2175 or kelly.verbeke@wicleancities.org.

The Electric Room is presented in partnership with the Midwest EVOLVE (Electric Vehicle Opportunities: Learning, eEvents, Experience) and Michigan to Montana Interstate 94 Clean Fuel Corridor projects, with sponsorship from We Energies.

Midwest EVOLVE is 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. Learn more about Midwest EVOLVE and other Wisconsin Clean Cities-related events at www.midwestevolve.org.

The Michigan to Montana I-94 Clean Fuel Corridor project seeks to ensure a 1,500-mile span of I-94 from Huron, Michigan to Billings, Montana will have adequate fueling sites to serve alternative fuel and electric vehicle driver needs. The M2M project, being led by Gas Technology Institute through a \$4.9 million U.S. Department of Energy Grant awarded in December 2016, is being facilitated in partnership with Clean Cities Coalitions along the M2M route, including Wisconsin Clean Cities.

The Greater Milwaukee International Car and Truck Show is open to the public February 23 through March 3 at the Wisconsin Center, 400 W. Wisconsin Ave. in Milwaukee. Show hours are 3-9 p.m. Monday through Thursday, 12-9 p.m. Friday, 10 a.m.-10 p.m. Saturday and 10 a.m.-6 p.m. Sunday.

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

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