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## **Wisconsin Clean Cities' The Electric Zone returning to Milwaukee Auto Show**

Display to showcase plug-in electric vehicles and their many benefits

MILWAUKEE — Wisconsin Clean Cities' is bringing The Electric Zone back to the Greater Milwaukee International Car and Truck Show, a display dedicated exclusively to plug-in electric vehicles.

The display will run through the duration of the auto show from February 22 through March 1.

The Milwaukee-based nonprofit debuted the display as The Electric Room in 2018, marking the first all-electric vehicle display in the auto show's history. The display has since grown in size and scope into The Electric Zone.

"Wisconsin Clean Cities is thrilled to bring The Electric Zone back to the Auto Show for a third year," Wisconsin Clean Cities Executive Director Lorrie Lisek said. "With more and more automakers adding electric vehicles to their lineups and with rapidly advancing technologies, this truly is 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 increase the use of sustainable transportation options promoting the use of alternative fuels, alternative fuel vehicles and equipment and their fueling infrastructure as well as electric vehicles and their charging infrastructure. The programs improve air quality, support domestic fuels, reduce dependence on imported oil, support local jobs and strengthen 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 their many benefits.

Among the plug-in electric vehicles planned for display in The Electric Zone are the Audi e-tron from Audi Milwaukee; the Tesla Model X and Tesla Model 3 from Tesla; the Nissan LEAF from Rosen Nissan Milwaukee; the BMW i3 and Porsche Cayenne E-Hybrid from Umansky Motor Cars; the Chrysler Pacifica Hybrid from Ewald Chrysler Jeep Dodge Ram and the Nissan LEAF from We Energies.

Wisconsin Clean Cities is also hosting "Driving Wisconsin Women Forward," an evening dedicated to women and electric vehicles in The Electric Zone on Wednesday, Feb. 26 from 6

p.m.-8 p.m. Attendees will have the opportunity to learn more about EVs, EV charging infrastructure and the Wisconsin women who are leading the charge.

The event will start with networking from 6 p.m.-6:30 p.m. followed by presentations and a tour of The Electric Zone vehicles. The event is free and includes free auto show admission, but registration is required.

Register online at <https://conta.cc/3bGTFDI> or by contacting Wisconsin Clean Cities' Kelly Verbeke at (414) 221-2175 or [kelly.verbeke@wicleancities.org](mailto:kelly.verbeke@wicleancities.org).

The Electric Zone is presented with the support of sponsors We Energies, Alliant Energy, Midwest EVOLVE and the Michigan to Montana I-94 Clean Fuel Corridor Project.

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](http://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 22 through March 1 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](http://www.AutoShowMilwaukee.com).

For more information about Wisconsin Clean Cities, go to [www.wicleancities.org](http://www.wicleancities.org).

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### **About Wisconsin Clean Cities**

Wisconsin Clean Cities (WCC) is a nonprofit coalition focused on promoting cleaner energy for transportation in Wisconsin. WCC is one of nearly 100 coalitions across the country affiliated with the U.S. Department of Energy's Clean Cities program, which brings together stakeholders to increase the use of sustainable transportation options and improve air quality. WCC concentrates its efforts on educating businesses and municipalities throughout Wisconsin. Learn more at [www.wicleancities.org](http://www.wicleancities.org).