

2008 California Propane Road Show

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Why Hold a Road Show?

- The political “environment”
 - Low-carbon fuel standard
 - AB 1007 and AB 118
- CARB’s diesel proposal
- Fuel prices skyrocketing
- Propane industry investments into technology



Road Show Planning

- Based on Texas road show held in 2007
- Coordinated with WPGA's Clean Fuels Committee, WPERC and PERC
- Held April 16, 17 and 18
- Launched after first-ever Low Carbon Fuels Expo
- About 400 miles from start to finish



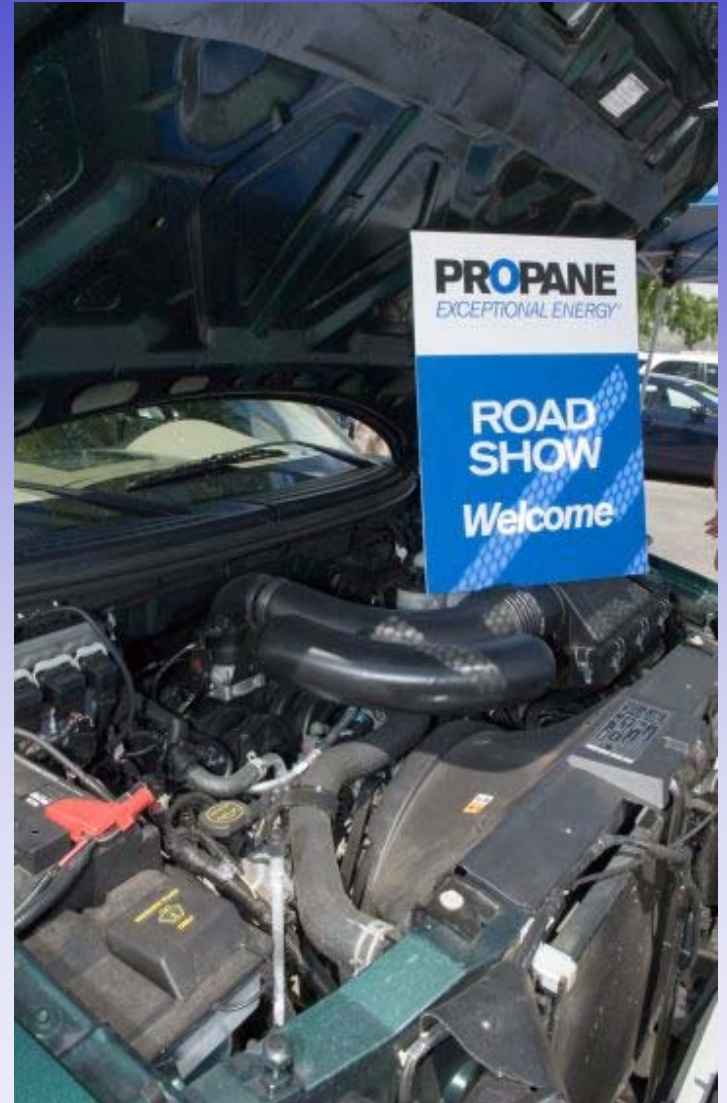
The Vehicles



- Roush F-150
- Blue Bird Vision Series bus
- GM 8.1L medium-duty platform
 - Boom truck from Bonander's
 - Stake bed truck from Tom's
 - Cutaway bus from Creative Bus Sales



Promoting *PROPANE Exceptional Energy*® and Keeping a Consistent Message



First Stop: Sacramento



- Presentations from PERC, California Energy Commission, and vehicle representatives
- About 100 attendees



Second Stop: Fresno

- Beside-vehicle presentations before test-drives
- About 75 attendees



Final Stop: Los Angeles Area



- Alternative Vehicle Expo at South Coast Air Quality Management District in Diamond Bar (northeast LA)
- Side-by-side with competitors
- About 200 attendees, including fleet buyers and regulators



What We Learned (and what we will do better)

- Test drives = interest
- Repeated invitations to marketers by email and fax
- Wider invitation list
- Coordinate with complementary events
 - Tie in with local Clean Cities or air district events
 - July 2009 - District meetings throughout California

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