

FOR IMMEDIATE RELEASE

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JOY RIDE: GOGREEN CONFERENCE ADVANCED VEHICLE RIDE & DRIVE FEATURES FORD'S LINE UP OF HYBRIDS AND ELECTRIC VEHICLES

NOV. 26, 2013 (PHOENIX) — GoGreen Conference attendees can get a brief reprieve from the day's session in the form of a "joy ride" in one of Ford's latest hybrid or electric models. Ford representatives will be on-site at GoGreen Phoenix, Tuesday, Dec. 3 at the Phoenix Convention Center, to offer the test drives to qualified drivers and showcase the benefits of their most fuel efficient vehicles.

WHAT // Advanced Vehicle Ride & Drive at the GoGreen Conference

WHEN // Tuesday, Dec. 3, 2013 // 9:00 a.m. to 5:30 p.m.

WHERE // Phoenix Convention Center, West Building (100 N Third St, Phoenix, Ariz.)

WHO // Attendees of the GoGreen Conference (must have a valid drivers license to participate)

PURPOSE // The GoGreen Conference supports market growth for advanced vehicles that lower carbon footprints, reduce pollution and promote fuel economy (and thus, economic savings for American families). The event is proud to feature Ford's line-up of fuel efficient models that utilize the latest in battery technology to accomplish these goals.

PRODUCT DETAILS // The following vehicles will be available for test drives by attendees only at the GoGreen Conference, Tuesday, Dec. 3.

- Ford Focus Electric
- Ford Fusion Energi (plug-in hybrid)
- Ford C-MAX Energi (plug-in hybrid)

Product specifications can be found at: <http://www.ford.com/green/fuel-efficiency/>

EVENT DETAILS // GoGreen Phoenix, brought to you by **the city of Phoenix** and presented by **ASU Walton Sustainability Solutions Initiatives**, takes place Tuesday, Dec. 3, 2013 at the Phoenix Convention Center's West Building (100 N Third St, Phoenix, Ariz.). More information and tickets are available at phoenix.gogreenconference.net. Full Admission tickets are \$150 and Group Rate Full Admission tickets are \$125 (groups of two or more).

ABOUT GOGREEN CONFERENCE // The GoGreen Conference is a sustainability learning experience for organizational decision-makers. Featuring regionally targeted content and recognized leaders from the community, GoGreen works across industry silos to foster peer-to-peer learning and collaborative solutions. Our mission is to empower attendees with the sustainability strategies, tools and connections to green their organizations with profitability in mind. Learn more at phoenix.gogreenconference.net.

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