



Contact

Steven Brewster
(415) 577-8851 mobile
San Jose Office of Economic Development
steven.brewster@sanjoseca.gov

CUTTING-EDGE PLUG-IN HYBRID AMERICAN PREMIUM SPORTS CAR TO BE UNVEILED IN SAN JOSE

WHAT: Announcement to showcase the San Jose Green Vision, new Fisker vehicles, the local Fisker dealer, Fisker Silicon Valley, and Coulomb Technologies charging stations

WHO: Tom Martin, General Manager, Santana Row
Pierluigi Oliverio, San Jose City Council Member, District 6
Adam Simms, Owner, Fisker Silicon Valley
Henrik Fisker, CEO, Fisker Automotive
Richard Lowenthal, CEO and Founder, Coulomb Technologies
Roger Craig, Member, Technical Advisory Board, Coulomb Technologies; Director, Business Development, TIBCO Software and three-time NFL Super Bowl winner

WHEN: Noon, Monday, May 18, 2009

WHERE: Santana Row Park (*in the outdoor area adjacent to the Vintage Wine Bar and directly across from Left Bank Brasserie*)
Santana Row between Olin Avenue and Olsen Drive
San Jose

BACKGROUND:

San Jose is known as a center for innovation and entrepreneurship where ideas and inventions forever have evolved the way we live. Recognizing the opportunity to seize a global market opportunity and ensure San Jose's position as a model 21st century city, the City has put forth the San Jose Green Vision, a bold roadmap that is intended to model how innovation and environmental responsibility can strengthen economic opportunity and can be vital catalysts for spurring prosperity. The success of the Green Vision is measured by a triple bottom line: strengthen the regional economy, create a more sustainable community, and enhance the quality of life for residents. Key to this is working with entities, such as Fisker Silicon Valley and Coulomb Technologies, towards common Green Vision awareness and goals surrounding clean transportation. On hand for the Monday announcement will be world-renowned Danish-born auto designer Henrik Fisker, who was responsible for the design of the BMW Z8 roadster and the Aston Martin Vantage, and was formerly director of Ford's Global Advanced Design Studio. Fisker is now focusing his design efforts on premium green sports cars.

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