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**TREVELINO/KELLER COMMUNICATIONS GROUP LAUNCHES
QUARTERLY GREENWORKS™ MONITOR**

Initial Monitor Examines American Attitudes Towards Electric Vehicles

ATLANTA—January 21, 2008—Trevellino/Keller Communications Group, one of the southeast's most reputable public relations firms, today announced the results of its first *GreenWorks™ Monitor*, which focused on American attitudes towards electric vehicles.

As gas prices continue to rise and the mounting evidence of global warming becomes increasingly alarming, data indicates that Americans are looking for ways to reduce their carbon footprint, with electric vehicles shaping up to be a big part of the picture in the near future.

Though 32 percent of those polled surmised that lack of demand killed the electric car in the 90s, nearly half (47 percent) felt that mainstream availability of electric cars will be the change that most significantly reduces global warming over the next five years, more than mandatory residential recycling programs, availability of green home construction, or switching from incandescent lights to compact fluorescent lights. Despite rising fuel costs though, almost one

in two do not source the fuel crisis as their primary reason for wanting an electric car. Their motivations appear to be more holistically green with 54 percent expressing interest in seeing electric versions of scooters, recreational vehicles, passenger vans and hybrid bikes.

Many news stories coming out of this week's 2008 Detroit Auto Show highlight its green focus this year, and it appears that Americans are paying attention, while still looking for the features that are standard in conventional cars. Polling data shows that 60 percent of Americans would consider purchasing an electric vehicle comparable in size, speed, stamina and price to their gas-powered car. Additionally, nearly half (48 percent) said that handling/horsepower would be the most important factor when making that purchase.

GreenWorks™ Monitor, part of Trevelino/Keller's GreenWorks™ practice, focuses on how the American consumer is shaping their behavior to adapt to Green Living. It will be updated quarterly, and future topics will include a wide range of subjects from transportation to foods to home furnishings and construction to recycling.

"We see the entrepreneur market, more so than Fortune 500 companies, as the drivers behind a more aggressive stance on transportation beyond the hybrid," explains Genna Keller, principal with Trevelino/Keller. "The *GreenWorks™ Monitor* is designed to aggregate consumer sentiment quickly to reinforce or contradict trends or uncover new ones."

About Trevelino/Keller

Headquartered in Atlanta with offices in Charleston, SC, Trevelino/Keller Communications Group is a public relations firm specializing in strategic and creative communications. Its areas of practice include Smart Technology, Consumer Lifestyle, Niche B2B and GreenWorks. In 2005, Trevelino/Keller founded the Atlas Alliance, made up of likeminded boutiques that bring cultural, geographic and specialty expertise to the firm's clients. It currently includes Hispanic agency, The Lanza Group, UK-based The Word Shop, ActivePR in the Middle East, PMG, Los Angeles and New York entertainment focused partner and IR firm The Blue Shirt Group in San Francisco. A sampling of Trevelino/Keller's clients includes Verizon Wireless, Raving Brands, SITA, The Weather Channel and TRX. For more information, please call 404-214-0722 or visit www.trevelinokeller.com.