



March 8, 2010

Dear Member Dealer:

RE: CADA sponsors the Green Car Convoy  
Monday, March 29 to Sunday, April 4, 2010  
Twelve (12) one-hour events hosted across Colorado

The Denver Auto Show will begin this year with the second annual “Green Car Convoy” across Colorado. Details on all events can be found at [www.GreenCarDenver.org](http://www.GreenCarDenver.org). The convoy will begin Monday, March 29 in Montrose and includes local community events across the state before the last event in Denver on Sunday, April 4. The convoy will visit and conduct one-hour long events in the following communities: Monday (03.29.10) in Montrose, Grand Junction, Glenwood Springs and Frisco; Thursday (04.01.10) in Boulder, Longmont, Loveland, Fort Collins and Greeley; Friday (04.02.10) in Pueblo and Colorado Springs; Sunday (04.04.10) Denver. These are dealer-supported events at which the environmentally conscious car-buying public can view vehicles in your area that are available in your showroom today.

The Green Car Parade at the Colorado State Capitol in Denver has been a big success each of the last two years. We have displayed more than 40 “green” vehicles from new car dealerships. Last year we earned more than 20 broadcast media hits and an overwhelming response from the public. The Green Car Convoy is intended to spread that success statewide along with information about the fuel-efficient cars that are currently available.

Here is how your participation works. You are invited to have well-informed dealership representatives drive “green” vehicles to the scheduled event in your community listed on the enclosed page. The cars will be displayed with others at the designated location locally. We plan to produce signage for each vehicle with the name of your dealership, the make and model of the vehicle and how it is environmentally friendly (hybrid, ethanol, clean diesel, high efficiency). Your dealership representative will need to be onsite and available to answer questions.

Comments will be made to the media at the halfway point of each event regarding the cars and their clean technology. Your car(s) will return to the dealership after the local event and the convoy will hit the road. In case of inclement weather, the event will be cancelled. If you wish to participate in more than one local convoy event, contact us to make arrangements.

Please go online to [www.greencarddenver.org](http://www.greencarddenver.org) and click Green Car Convoy. Registration ends on Wednesday, March 24. Questions? Contact me directly at 303.282.1448.

Sincerely,

Tim Jackson, President  
Colorado Auto Dealers Association



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