Indianapolis to Host the Electric Drive Transportation Association Conference & Annual Meeting in 2014

Timed with Hosting the Conference, Indy to Launch the Largest All-Electric Car Sharing Program in the U.S.

INDIANAPOLIS – The Electric Drive Transportation Association (EDTA) has selected Indianapolis to host its 2014 Conference & Annual Meeting, a three-day convergence that will bring in more than 1,200 attendees from across the U.S. and generate more than $1 million in economic impact for Central Indiana.

The EDTA is the preeminent U.S. industry association dedicated to the promotion of electric drive as the best means to achieve the highly efficient and clean use of secure energy in the transportation sector. EDTA promotes sustainable commercialization of all electric drive transportation technologies by providing in-depth information, education, industry networking, and public policy advocacy.

Since 2008, the EDTA has held its annual conference in Washington, DC.

Indianapolis was able to entice the EDTA due in large part to Indianapolis Mayor Greg Ballard’s electric car commitment, including the announcement just 24-hours earlier that Indianapolis is launching the largest all-electric car sharing program in the U.S., timed to be launched by the EDTA conference in May 2014. The $35 million investment will include 1,200 charging stations clustered at up to 200 locations, using on-street parking spots and private lots and garages, and a fleet of 500 plug-in electric cars.

“Indianapolis is quickly gaining national and international prominence in our drive to promote the use of electric vehicles as a means to strengthen foreign policy and global security,” said Mayor Greg Ballard. “We are excited to welcome the innovative thinkers at the EDTA conference to Indianapolis next year to showcase our efforts and debut the new electric car share program.”

In addition to the Indiana Convention Center, the EDTA Conference & Annual Meeting will utilize Georgia Street, the city’s three-block outdoor promenade, for public programming and education about electric cars.

“Mayor Ballard, the City of Indianapolis and the Electric Drive Transportation Association share a common goal - using electric drive innovation to end our crippling dependence on foreign oil,” said EDTA President Brian Wynne. "We look forward to bringing our conference to Indianapolis next year as well as reinforcing the initiative for your city."

According to EDTA, if 60% of U.S. light-duty vehicles were powered by today’s electric grid, greenhouse gas emissions from the transportation sector would decrease by one-third. Also, buying electricity for an electric vehicle is approximately equivalent to buying gasoline at $1 per gallon (source: Plugging-In).
“The value of the EDTA Conference & Annual Meeting goes well beyond the economic impact of the meeting itself," said Leonard Hoops, president & CEO of Visit Indy. “It will bring many transportation thought-leaders to Indy which could lead to future business development opportunities for the region. Mayor Ballard played a pivotal role in helping Visit Indy win the EDTA conference through his commitment to electric vehicle programs."

The mission of Visit Indy is to increase Indianapolis growth by strategically selling the destination to conventions, meetings, events, and leisure travelers. According to recent study by Rockport Analytics, 22 million people visit Indianapolis annually, generating $3.95 billion in economic impact, and supporting 75,000 full-time employment positions. For more information www.VisitIndy.com

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