

Subject: What you don't know about eco-friendly vehicles

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Green Living Show Drives Interest in Eco-Friendly Transportation

Future has arrived at the Show where drivers can test drive coolest, cleanest vehicles on market



TORONTO --- April 11, 2014 --- The future has arrived: The green car is here.

And you might be surprised to know that it looks, feels, and drives much like the vehicle in your garage. Actually, there are some differences: It's likely to perform even better than what you have now. On top of that, it's much healthier for the environment. It helps you invest in a cleaner future for your kids. And it will save you money.

"Today's green vehicles, whether they run on batteries or highly efficient engines, are spectacular; light years ahead of past models," says Laurie Simmonds, President and CEO of Green Living Enterprises, which will present many of these advanced vehicles this month at its annual Green Living Show. "People who try them, love them."

"You can drive them just like any other vehicle. But chances are, you'll enjoy your trips a lot more because these are simply great cars, with the bonus that you'll feel good about helping the environment and save a lot of money on gas. No wonder they're in such huge demand," adds Simmonds.

The Green Living Show, which runs April 25 to 27 at Toronto's Direct Energy Centre, will give consumers a great opportunity to see what the excitement is all about.

It features an expanded automotive display, in partnership with Plug'n Drive Ontario that will not only showcase the most innovative vehicles, products and services related to the greening of transportation and mobility in Canada, but also put you squarely in the driver's seat.

Show visitors will be able to test drive some of the coolest, cleanest rides on the market today, from Ford, Nissan and Mitsubishi, as well as examine options such as scooters and car-share programs, learn about home charging systems, and consult with experts about the technologies that best match their personal driving habits.

2014 Canadian Green Car Award

On opening day, April 25, all eyes will be on the winner of the 2014 Canadian Green Car Award. It's to be chosen from a field of 16 vehicles, spanning everything from a battery-powered compact to a family-friendly SUV. The winner will join last year's inaugural champion, the Ford Fusion Hybrid, in the ranks of the greenest of the green.

The competing models were divided into five categories — battery-electric or fuel cell, plug-in hybrid, conventional hybrid, efficient gasoline or diesel internal combustion, and efficient “family hauler” with at least three rows of seats. The judges, many of Canada's top automotive journalists, will rate them on their environmental attributes and overall consumer appeal.

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About The Green Living Show

The Green Living Show is Canada's largest consumer show dedicated to simple solutions for leading a healthy and sustainable lifestyle. This three-day event offers inspiration for all ages and features influential speakers; eco home, cottage and garden design; local and organic food and wine tastings; health, wellness and yoga pavilions; eco fashion and green beauty makeovers; electric and hybrid car test drives; nature exhibits and fun activities for the entire family. www.greenlivingshow.ca

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