

## The Hollywood Hill: *Event Intro* The Future of Sustainable Cars: Hydrogen and Electric

*Electric or Hydrogen? Or maybe both. The race is on to develop zero-emission cars that can revolutionize transportation and help solve global-warming in the process. On Saturday, May 12th, The Hollywood Hill is bringing together two pioneers of sustainable automobiles for a high-(horse) powered event examining the technologies and roll-out plans behind Tesla's battery electric sports car, their 4-door sedan (The White Star), and Honda's 4-door hydrogen fuel cell FCX.*

Our speakers include: Elon Musk, Chairman of Tesla Motorcars (Co-founder of PayPal & Founder/CEO of SpaceX); Stephen Ellis, Manager of Fuel Cell Marketing for American Honda Motor Co., Inc.

Moderated by Mike Millikin, Founder of GreenCarCongress.com, one of the leading trackers of new vehicle/fuel technologies.

With Tesla's four-door sedan moving toward production in New Mexico, Honda's Hydrogen FCX Concept rolling out soon, and major innovations announced everyday in the worlds of biofuel, hydrogen, and batteries, our speakers will give us an up-to-the-minute update on their own advancements and roll-out plans as well as their viewpoints on who will own the future.

### EVENT SPEAKERS



#### **Elon Musk**

*Chairman of Tesla Motorcars (Co-founder of PayPal & Founder/CEO of SpaceX)*

Elon Musk has been the primary funding source for Tesla Motors, from when Tesla Motors was just three people and a business plan to present day, having led the Series A, Series B and co-led the Series C. Electric vehicles have long been one of Elon's primary interests, stemming from his days in the early nineties working on high energy density capacitor technology in Silicon Valley.

Elon is known for co-founding PayPal and Zip2 and founding SpaceX. The latter company is in the business of developing and launching the world's most advanced rockets for satellite and later human transportation. As Chairman of the Board of Tesla Motors, Elon helps develop the company's business and product strategy, and assists with knowledge of composite and metallic structures, domestic manufacturing and navigating federal regulations.



## **Stephen Ellis**

*Manager of Fuel Cell Marketing for American Honda Motor Co., Inc.*

Mr. Ellis is manager of Fuel Cell Vehicle Marketing at American Honda Motor Company. Steve's career at Honda began 24 years ago. He has worked on vehicle-related environmental and energy topics for over 20 years and created Honda's Alternative Fuel Vehicle department.

He served on several South Coast Air Quality Management District regulation committees to develop business friendly smog reduction programs. Currently, Steve serves on the Board of Directors of several industry associations and assisted Governor Arnold Schwarzenegger's Hydrogen Highway team.

Steve is responsible for planning Honda's Alternative Fuel Vehicle marketing, and is now responsible for Fuel Cell Vehicle sales and Hydrogen refueling projects at American Honda.



## **Mike Millikin**

*Founder/Editor, GreenCarCongress.com*

Mike Millikin is the president of BioAge Group, LLC, and the founder and editor of Green Car Congress. Green Car Congress, begun in 2004, is a news site focused on energy options, technologies, products, issues and policies related to sustainable mobility.

Mike has had a 25-year career in high-technology and high-technology media, as consultant, editor, and executive. He has always focused on the role that emerging technologies and product solutions play in developing fast-growth markets.