



UC DAVIS
UNIVERSITY OF CALIFORNIA

Science And You - Informational Talk

Getting to zero emissions: news from the world market for plug-in vehicles

There are nearly 1 billion internal combustion cars on the planet - a number that many think will double in the next few decades as the middle class grows around the world.

Researchers at UC Davis have been studying several pathways to reduce emissions to nearly zero, including reduced car use, better efficiency, hydrogen and biofuels. New technologies - hybrids for example - double the fuel efficiency of vehicles and reduce CO₂ emissions. There are spectacular failures and successes already. Ultimately, the success of this market will depend on consumer response.

Tom Turrentine is an anthropologist who has turned his attention to consumer response to new automotive technologies over the last two decades. Is a revolution in process? What are the challenges and opportunities in the next few years?



Featured Speaker:

Tom Turrentine, Ph.D.

Director

Institute of Transportation
Studies @ UC Davis

Sept. 18 (Wed), 2013 • 7 - 9 pm • Pence Art Gallery • Davis, CA
212 D Street

About the Series

This **FREE** public lecture series is intended to familiarize a general audience with science that is meaningful to our daily lives. The presenters are UC Davis scientists who are excited to share with you the science that fascinates them. Seating is limited. Following the lecture, there will be ample time for discussions with the scientists, while enjoying light refreshments.

Hosted by:



More info:



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