



PHOTO RELEASE

Governor's Office of Business and Economic Development (GO-Biz)

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GO-BIZ, VOLVO TRUCKS AND OBERON FUELS DEBUT GROUND BREAKING DME TRUCK AT THE CALIFORNIA STATE CAPITOL *STATE OF CALIFORNIA ASSISTS PRIVATE SECTOR WITH COMMERCIALIZATION OF NEW TECHNOLOGY*

Sacramento, CA — The Governor's Office of Business and Economic Development (GO-Biz) director Kish Rajan was joined today by representatives from Volvo Trucks, Safeway and Oberon Fuels for a press conference on the West Steps of the Capitol to unveil an industry-first alternative fuel technology for the North American heavy-duty truck market. Volvo Trucks demonstrated the first of its kind commercial dimethyl ether (DME)-powered heavy-duty truck which was developed in partnership with California-based Oberon Fuels. DME is a near-zero emission solution that will meet California's stringent emission requirements and provides an opportunity for regional production facilities and job growth. This is an important project that will further demonstrate the viability of a non-toxic and clean-burning fuel that can change the face of alternative fuels in America.

Quotes

Kish Rajan, director of the Governor's Office of Business and Economic Development (GO-Biz): "It's exciting to have a global leader like Volvo Trucks partnering with California companies to develop innovative technology in the Golden State. The State of California continues to attract the most dynamic companies in the world and GO-Biz looks forward to helping Volvo and Oberon maximize the benefits of DME as a commercial transportation fuel."



PICTURED IN PHOTO (From Left to Right): GO-Biz Director Kish Rajan, Oberon CEO Neil Senturia and Volvo Trucks President Göran Nyberg

Rebecca Boudreaux, president of Oberon Fuels: "We are extraordinarily grateful to the state of California and the people who helped us bridge the gap from being a science project to a commercial fuel. We have been supported by many agencies and departments along the way, including GO-Biz, the California Air Resources Board, the California Department of Food and Agriculture, the California Energy Commission, California State Treasurers' Office, and the San Joaquin Valley Air Pollution Control Board, among others. Today, as we celebrate the commercial launch of a new fuel in North America, it is important to remember that, together, California and its innovative companies and partners are leading the way in providing sustainable solutions for environmental challenges."

Göran Nyberg, president of Volvo Trucks North American Sales and Marketing: "We are proud to be a leader in providing alternative transportation solutions to the market. It is clear that DME technology shows great potential for North America, and allows Volvo to further its commitment to both our customers and the environment."

Speakers

Kish Rajan, Director of the Governor's Office on Business & Economic Development (GO-Biz)
Cliff Rechtschaffen, Governor Brown's Senior Energy Advisor
Göran Nyberg, President of Volvo Trucks North American Sales and Marketing
Neil Senturia, CEO of Oberon Fuels
Rebecca Boudreaux, President of Oberon Fuels
Jonathan Mayes, Senior Vice President of Government Relations, Public Affairs, Sustainability and Philanthropy for Safeway
Rick McVaigh, Deputy Air Pollution Control Officer, San Joaquin Valley Air Pollution Control District

About GO-Biz

The Governor's Office of Business and Economic Development (GO-Biz) serves as California's single point of contact for economic development and job creation efforts. GO-Biz offers a range of services to business owners including: attraction, retention and expansion services, site selection, permit streamlining, clearing of regulatory hurdles, small business assistance, international trade development, assistance with state government, and much more. For more information visit: www.business.ca.gov.

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