



FOR IMMEDIATE RELEASE

Client contacts: Bill Platz (805) 712-5237,
billp2@deltaliquidenergy.com
Ted Olsen (805) 239-0616, tedo@deltaliquidenergy.com
Alex Bugrov (808) 781-4654, abugrov@co.slo.ca.us
Agency contact: AR & Co. PR & Marketing (805) 239-4443

Delta Liquid Energy to display new Ford F-150 propane-powered pickup truck at SLO's Farmers Market on June 14

Alternative Fuel Vehicle Display Sponsored by DOE Clean Cities, C5 Coalition

SAN LUIS OBISPO, CALIF., (June 11, 2007) -- With gas prices on the rise, many are looking to alternative fuels that can help save money and lessen the impact on the environment while still getting the job done.

This month, a local energy solutions company will showcase a vehicle that uses one such alternative: propane. Delta Liquid Energy, a full-service propane dealer based in Paso Robles, will display the new propane-powered Roush Liquid Propane Injection F-150 pickup at the downtown San Luis Obispo Farmers Market from 6 p.m. to 9 p.m. Thursday, June 14, as part of a special display on alternative-fuel vehicles.

Along with representatives from the San Luis Obispo Air Pollution Control District, Ted Olsen, Delta Liquid Energy manager and Western Propane Gas Association's Clean Fuels Committee Chairman, will be on hand to display the truck and provide information about the propane-powered pickup truck and the company's propane solutions.

"The propane industry has been working hard to get new propane powered vehicles CARB (California Air Resources Board) certified. We now have three platforms the Ford pick-up, GM medium duty truck and the Bluebird school bus," said Olsen. He added, "Propane as a motor fuel is a great way to reduce our dependency on foreign oil and clean the air."

Sponsored by the Central Coast Clean Cities Coalition (C5), the Alternative Fuel Vehicle Display at Farmers Market will introduce a variety of vehicles that don't run on gasoline or diesel.

Propane is an alternative to gasoline or diesel for vehicles because it is generally available to the public and produces less smog-forming emissions than conventional gasoline and diesel, according to the U.S. Department of Energy. The agency estimates about 200,000 vehicles in the United States are powered by propane, and the number is growing.

Besides releasing fewer smog-forming emissions than gasoline and diesel, propane is also a relatively lower-priced alternative to gasoline and diesel, particularly in this time of unstable oil prices.

The Roush Liquid Propane Injection F-150 is an alternative-fuel pickup that features a 4-speed automatic transmission with overdrive, and with power in construction and transporting needs. The vehicle has a maintenance schedule very similar to the gasoline engine schedule, with no special oils or change intervals, according to its manufacturer. Because it runs on propane, the pickup can lessen the impact on your wallet and the environment.

Over the years, Delta Liquid Energy has been instrumental in winning various grants that partially funded the construction of the CleanFUEL USA infrastructure of self serve, twenty-four hour propane refueling dispensers across California. The grant money was obtained in an effort to promote the use of the environmental friendly propane motor fuel by creating a more convenient refueling network for the benefit of vehicles like the Lucia Mar School District propane-powered school buses, city government vehicles, Caltrans trucks, Schwann's frozen food and Sparkletts Water delivery trucks.

A few years ago, approximately eight million dollars was spent making 1,600 California State Caltrans vehicles propane ready. Delta Liquid Energy, through its CleanFUEL USA refueling network, gives the state an opportunity to get a return on its investment.

Delta Liquid Energy is a third-generation, family-owned and operated propane dealer headquartered in Paso Robles. The company has been in business since 1936 and operates nine service facilities throughout California.

For more information about Delta Liquid Energy, visit www.deltaliquidenergy.com, or for more information about the Roush F-150, visit www.propanetruck.us. For more information about the Central Coast Clean Cities Coalition and the Farmers Market event, visit www.c-5.org.

###