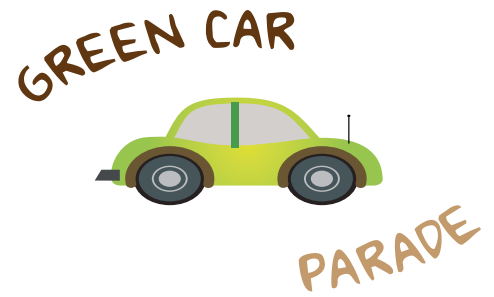




Presented by



Sunday, April 2, 1 – 3 pm
Begins at the State Capitol
West Steps – 14th & Lincoln

March 15, 2017

Dear Member Dealer:

RE: CADA Sponsors 2017 Green Car Parade
Sunday, April 2, 2017, 1 – 3 pm
Colorado State Capitol, West Steps

The 2017 Denver Auto Show week will kick off this year on Sunday, April 2, at the Colorado State Capitol with the 9th Annual Green Car Parade. This is a dealer-supported event that is a “static” parade, featuring new fuel-efficient cars currently available in dealer showrooms.

Each year, the Green Car Parade has been a great success and has displayed up to 40 “green” vehicles from dealerships around Colorado. The parades have had more than 17 broadcast media hits each year and have received an overwhelming response from the public.

You are invited to have drivers bring a variety of “green” vehicles to the Colorado State Capitol lining up beginning at 1 pm on Sunday, April 2. The cars will be displayed with others in the Colorado Capitol circle drive until 3 pm. Signage will be placed in each vehicle that includes the name of your dealership, the make and model of the vehicle and how it is environmentally friendly (plug-in hybrid, clean diesel, CNG, fully electric or super high-efficiency).

Just after 3 pm, all participating vehicles will travel in a parade from the State Capitol along the streets of downtown Denver to the Colorado Convention Center. After the parade, the vehicles will continue back to their respective dealerships. There will be a few comments by policymakers who support “clean, green” cars and support your dealership. In case of inclement weather, the event will be cancelled.

To be a part of the 2017 Green Car Parade at the Colorado State Capitol, simply go to showweekdenver.com and “click” on the Green Card Parade icon. You can also scan and e-mail your completed form to Michelle O’Connor at michelle.oconnor@colorado.auto or fax to 303.831.9100 no later than Friday, March 31. If you have questions, contact Michelle.

Sincerely,

Tim Jackson, President
Colorado Auto Dealers Association

Attachment: 2017 Green Car Parade Registration Form



Presented by



GREEN CAR



PARADE

Sunday, April 2, 1 – 3 pm
Begins at the State Capitol
West Steps – 14th & Lincoln

REGISTRATION :: 2017 GREEN CAR PARADE

Attention Participating Dealers:

This is primarily a media event. Get earned media coverage for your new cars and your dealership. Please complete this form regarding the car(s) you will showcase during the static Green Car Parade at the Colorado State Capitol.

Please complete ONE SHEET PER CAR. This form is also available at ShowWeekDenver.com if you would like to complete it online.

Driver's name _____

Cell Phone _____ E-mail (for confirmation) _____

Dealership _____

Make of car _____ Model of car _____

What makes this car "green?"

- Hybrid
- Clean Diesel
- Compressed Natural Gas (CNG)
- E-85
- Fully Electric
- Hydrogen Fuel Cell
- Plug-In Hybrid
- High Efficiency

**PLEASE JOIN US FOR
THIS EXCITING EVENT**

REGISTRATION DEADLINE IS FRIDAY, MARCH 31, 2017

Fax your registration: 303.831.9100

E-mail your registration to Michelle O'Connor at
michelle.oconnor@colorado.auto.

Questions: Call Michelle at 303.457.5113.

Sponsored by:



Colorado Automobile Dealers Association

FOR ADDITIONAL INFORMATION ON THIS PARADE AND OTHER
AUTO SHOW-RELATED EVENTS, PLEASE VISIT SHOWWEEKDENVER.COM