



The Rising Price of Fuel

What will it Mean for Consumers, the Auto Industry and the Environment?

Monday, June 23, 2008

7:00–9:00 p.m. (refreshments at 6:30 p.m.)

Delta Chelsea Hotel (33 Gerrard Street West, Toronto,
Yonge and Dundas subway), Rossetti Room

You are invited to attend an Evening Public Forum on ***The Rising Price of Fuel: What will it Mean for Consumers, the Auto Industry and the Environment?***

Gas prices are skyrocketing. *In the past year, gas prices have increased by more than a third.¹ At the same time, sales of large, gas guzzling vehicles are plummeting. SUV sales are 60 per cent what they were last fall.²* The rapid rise of gas prices has sparked much speculation on what it will mean for consumers, automakers, and the environment.

Please join us to discuss the implications of high gas prices with Canadian and US experts on Monday, June 23, 2008.

No admission fee. Registration is not necessary.

For more information, contact Rebecca Spring at rspring@pollutionprobe.org or 416-926-1907 x 238.

¹ www.energy.gov.on.ca/index.cfm?fuseaction=oilandgas.gasreport.

² Olive, David. June 8, 2008. "The Rise and Fall of the SUV." Toronto Star.



An Evening Public Forum on

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June 23, 2008
(Agenda subject to change)

7:00 **Welcome Address** — Bob Oliver, Executive Director, Pollution Probe

Opening Remarks — Bob Seguin, Assistant Deputy Minister, Industry Division, Ontario Ministry of Economic Development and Trade *(invited)*

Panel Presentations — *Moderator:* Michael Hlinka, Daily Business Reporter, CBC One's Metro Morning

The Economics of Fuel Prices and Fuel Efficiency — David Greene, Corporate Fellow, Oak Ridge National Laboratory

Fuel Economy: What Drives Consumer Choice? — Ken Kurani, Research Engineer, Institute of Transportation Studies, University of California, Davis

How Markets and Industry are Responding to Higher Fuel Prices — Richard Cooper, Executive Director, J.D. Power and Associates Canada

8:10 **Questions and Answers**

8:55 **Closing Remarks and Adjourn** — Bob Oliver, Executive Director, Pollution Probe