



JBM, 2495 Bartel Pl, San Diego, CA 92123 +1 858 699 0890. www.jamesbrownmedia.com

Series Title: Fresh Tracks
Format: 10 x 8 minute episodes
Production Company: JBM (San Diego, CA)
Director / Producer: James Brown
Director of Photography: Matt Chevalier

Watch Episode 1 (featuring UPS and Xos Trucks) at the link below:
<https://www.jamesbrownmedia.com/fresh-tracks>

Series 1, Episode 2 – SDAP / GreenPower Motor Company

Fresh Tracks Synopsis

San Diego-based production company, James Brown Media (JBM) is currently producing the first series of Fresh Tracks. Fresh Tracks is a web series featuring examples of clean tech innovation in a variety of industries around the world. Each episode showcases an organization that is striving to make its operations more sustainable, more efficient and more profitable. They are investing in new and existing technologies, committing valuable time and resources to finding cleaner solutions. Episodes are short and shareable, with topics including alternative fuels and vehicle electrification, portable wind generation, smart buildings and smart mobility. Fresh Tracks aims to inform, entertain and inspire viewers through a combination of highly topical stories, cinematic footage and insights from thought leaders.

Episode Synopsis

In 2019 San Diego Airport Parking Company (SDAP) took delivery of two EV Stars - all-electric, zero emission, 25-foot buses with an operational range of up to 150 miles on a single charge. SDAP wanted a cleaner, more sustainable alternative to simply bussing its customers to and from the airport terminals and surrounding area in traditional shuttles. They found the perfect collaborator in GreenPower Motor Company whose engineers had created a vehicle with industry-leading technology, a wide range of applications and an affordable total cost of ownership.

There are many challenges associated with the rollout of electric vehicles in a fleet – not least, the cost of building the necessary charging infrastructure for the vehicles. SDAP’s efforts to invest in and deploy the EV Stars reflects a wider determination in San Diego to find green solutions within the transportation sector, and to make those solutions as accessible as possible through incentive programs such as the California HVIP Program.

This story is about forward thinking on the part of SDAP to embrace and invest in emerging technology; the spirit of collaboration between SDAP, GreenPower, San Diego International Airport, ARB and others; and it is an example of a community taking proactive steps to do things more sustainably.

James Brown

James Brown is an award-winning producer, originally from the UK but a resident of San Diego since 2008. James’s work has aired on channels including CNBC Europe, Bloomberg and Discovery Channel and he continues to produce a wide variety of video content for clients worldwide.

Cell: (858) 699 0890

james@jamesbrownmedia.com

www.jamesbrownmedia.com

#FreshTracks