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Natural Gas Vehicle Fuel: "Wake Up And Smell The Coffee ..."



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Clean Energy Fuels, the nation's largest transportation natural gas company, is expected to provide from its new Mojave Desert plant much of the natural gas that will power the clean trucks servicing the Long Beach and Los Angeles ports.

But that is only a small step toward the company's ultimate goals, which Director of Business Development Greg Roche says are increasingly in line with the expectations of upcoming generations of Americans.

"We're at the forefront of the greening of transportation of America, and we're well positioned to help our customers meet those needs," Roche says. "Meeting those goals is no longer just something good to do – it's a business need. When

you talk to people in their teens and twenties, you find out that green, sustainability, that's just part of the fabric of their culture. It's not even a question to them anymore.

"You have to wake up and smell the coffee – why are you debating it? You have to jump on board. And there's also the backdrop of (potential clean air) mandates. Legislatively, they could be forced on you, but the business reality today is that your customers are demanding it."

Natural gas powered cars offer significant emissions reductions over their gasoline-powered counterparts. Based in Seal Beach, Clean Energy Fuels envisions expanding its fleet operations by developing a natural gas fueling infrastructure along the transportation corridors linking cities. Such an infrastructure would allow the company to pursue long-haul clients and expand its customer base. ■