

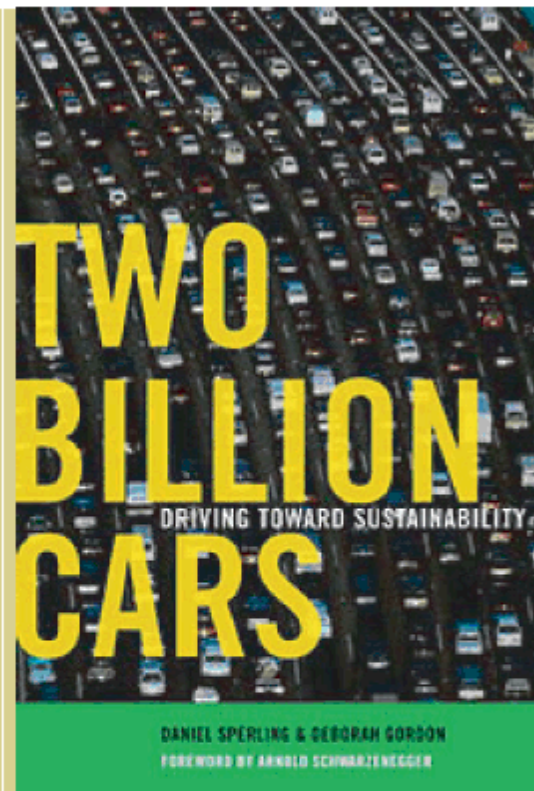
## TWO BILLION CARS

### *DRIVING TOWARD SUSTAINABILITY*

by Daniel Sperling and Deborah Gordon

Foreword by Arnold Schwarzenegger

This book provides a concise history of America's love affair with cars and an overview of the global oil and auto industries. America is still the leading emissions culprit, and what is especially worrying is that developing nations are becoming car-centric cultures as well. Ironically, the authors contend that the two places with the most troublesome emissions—California and China—are taking the lead in developing effective strategies that reduce reliance on conventional, petroleum fueled cars.



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**Daniel Sperling**  
*Professor of Engineering and  
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University of California, Davis*

**Chair:** **Andreas Kopp**  
*Lead Transport Economist  
World Bank*

**WEDNESDAY**  
**MAY 20, 2009**  
**3:00-5:00 PM**

Coffee and cookies will be served

**Auditorium J1-050**  
World Bank J Building  
18th Street and Pennsylvania  
RSVP [infoshopevents@worldbank.org](mailto:infoshopevents@worldbank.org)

This event is sponsored by InfoShop and the Environment and Transport Sectors  
of the World Bank Sustainable Development Vice Presidency

## AUTHORS

### **Daniel Sperling**

*Professor of Engineering and Environmental Science & Policy, University of California, Davis*

Mr. Sperling is Professor of Engineering and Environmental Science & Policy at the University of California, Davis, and founding Director at the UC Davis Institute of Transportation Studies. He also serves on the California Air Resources Board, chairs the Future of Mobility Council of the Davos World Economic Forum, and has authored 11 books and over 200 technical papers and reports on transportation and energy.

### **Deborah Gordon**

*Policy Consultant, Specializing in Transportation, Energy, and the Environment*

Ms. Gordon is a Transportation Policy Analyst who has worked with the National Commission on Energy Policy, the California Energy Commission, and the Hewlett Foundation. Additionally, she has worked with the Chinese government to develop policies for its burgeoning auto fleet. She has also served as the Director of the Transportation and Energy Programs at the Union of Concerned Scientists, as a Research Scholar at the Yale School of Forestry, and as a Chemical Engineer at Chevron.

## CHAIR

### **Andreas Kopp**

*Lead Transport Economist, World Bank*

Mr. Kopp is a Lead Economist at the World Bank in the Department of Energy, Transport, and Water. Before joining the World Bank in 2007, he was Head of the OECD/ECMT Transport Research Centre and Chief Economist of the European Conference of Ministers of Transport in Paris. He also served as Professor of Economics at the Technical University in Dresden. In addition, he worked as a Research Economist for research institutes in Germany, Mexico, and India. Mr. Kopp also served as Advisor to technical assistance projects for the German Agency for Technical Cooperation in Southeast Asia.

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