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Is Los Angeles the Next Beijing? “Drive the Change” LA Introduces New Air Quality Solutions

On August 14, celebrities, musicians and environmental activists celebrate cleaner air with Blade, a new vehicle emissions reduction technology

LOS ANGELES (August 13, 2008) – With the Olympics at our doorstep, the heightened awareness around Beijing’s air quality has gone mainstream. However there’s one city, right in our backyard, that also deserves attention – Los Angeles. LA ranks worst for air quality in the U.S. according to the American Lung Cancer Association. And Thursday, celebrities, musicians and environmental activists speak up about LA’s air pollution by celebrating [Blade](#), a vehicle air pollution and CO₂ reduction solution at Blade’s inaugural “Drive the Change” event in Venice Beach, Calif.

Blade is a new environmental technology that easily attaches to a tailpipe of a car, SUV, truck or hybrid to reduce vehicle air pollution up to 57 percent and [greenhouse gases](#) up to 34 percent while increasing fuel economy up to five miles per gallon in laboratory testing.

Key “green” influencers such as [Sheryl Crow](#), [Laura Dern](#), [Ben Harper](#) and Ken Jordan and Scott Kirkland of [The Crystal Method](#), have all chosen to use Blade to help LA and the world obtain cleaner air.

“Each individual can make a difference. If all 12 million drivers in Los Angeles installed a Blade on their automobile, we’d reduce emissions equal to removing six million – or half the cars – off the road,” said Bill O’Brien, CEO of Sabertec, which makes Blade. “In addition, individuals would increase their fuel economy up to five miles per gallon. This makes Blade the only environmental solution that pays you for being green.”

Blade Proven Using the [EPA 511 Protocol](#)

Blade has been tested in the country’s most stringent emissions labs including the Automotive Testing and Development Services, Inc. (ATDS), a California based, independent testing laboratory, which is accepted by the United States Environmental Protection Agency (USEPA) and is licensed by the California Air Resources Board (CARB). For more detailed information, please visit www.bladeyourride.com/Blade-511-Results.html

How Blade Works

Blade works in three different ways:

- Acts a filter, capturing particulate material (PM) as well as other solid inorganic emissions that would otherwise end up in the air
- Improves the efficiency of the catalytic converter – lowers emissions
- Increases volumetric efficiency of the engine – helps your engine burn more efficiently thereby increasing fuel economy and reducing CO₂.

Celebrities and Musicians Help LA Feel Good About Driving

At “Drive the Change,” Wendie Malick will be installing Blade on her Prius. Fellow actor [Bill Cobbs](#) installed a Blade on his vehicle earlier this summer and will be attending the event.

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“Taking accountability for our individual carbon footprints is not always easy, especially when your job logs thousands of driving miles each year,” said Ken Jordan of The Crystal Method and the exclusive “Drive the Change” headliner. “So when we learned about Blade, we had it installed on our cars right away. We hope that Drive the Change will inspire other eco conscious Angelinos to use Blade to reduce their vehicle’s air pollutants and CO2, thereby greatly improving LA’s air quality.”

Trying to reduce your carbon footprint but still need to drive?

Blade is poised to change the future of driving and its impact on the environment. If every car in the United States used Blade, it would be the equivalent of removing roughly 50 million cars off the road (all the cars in the states of California, New York, Texas, Illinois and Florida combined), and it would save drivers hundreds of dollars in gas savings each year.

[Blade installation partners](#) in the Los Angeles area include: Cars Muffler Service, 2617 Artesia Blvd., Redondo Beach, CA, 90278, and AAA Performance Exhaust, 2600 S La Cienega Blvd., Hollywood, CA, 90034. Other Blade partner retail locations throughout California will soon be announced. For more information on Blade installations across the country, please visit <http://www.bladeyourride.com>.

About Sabertec

[Sabertec](#) is an environmental technology company based in Austin, TX, specializing in the development of affordable air pollution and global warming solutions for diesel and gasoline applications.
www.sabertec.org

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