



Wisconsin Public Utility Institute
UNIVERSITY OF WISCONSIN-MADISON



CHRIS SCHNEIDER

Hybrid Car Store

Achieving Eagle Scout rank in his hometown of La Crosse, Wisconsin, honed Chris Schneider's respect for the great outdoors. His career as an Air Force pilot candidate was obstructed by the OPEC oil embargo. He earned a degree in mechanical engineering at the University of Notre Dame during the "Rudy" movie years, and Joe Montana was a fellow dorm-mate.

After 41 years in automotive retailing with 14 different new car manufacturers in 4 states, things changed with the recent sale of Honda Motorwerks. During his tenure at Honda Motorwerks, Chris had led the sales, service, and parts professionals to become the top selling certified-Honda hybrid dealership in America. One of his lifetime goals was fulfilled when his granddaughter was brought home from the hospital in his hydrogen electric Honda Clarity FCEV.

Chris is now president of Hybrid Guru Consulting and of the Hybrid Car Store in La Crosse. Hybrid Car Store is in a unique position to help investors in advanced fuel vehicles (AFVs). AFVs are natural gas vehicles (NGVs), plug-in hybrid electric vehicles (PHEVs) and battery electric vehicles (BEVs). NGVs are particularly beneficial to investors in states like Oklahoma, Utah, and California where financial support and low CNG prices are prevalent. We are proud to be "leading the charge" in electrified vehicles and to be supporting the efforts of others who are involved in the infrastructure to make the movement even more successful.