

ENERGY IS...

# WISCONSIN



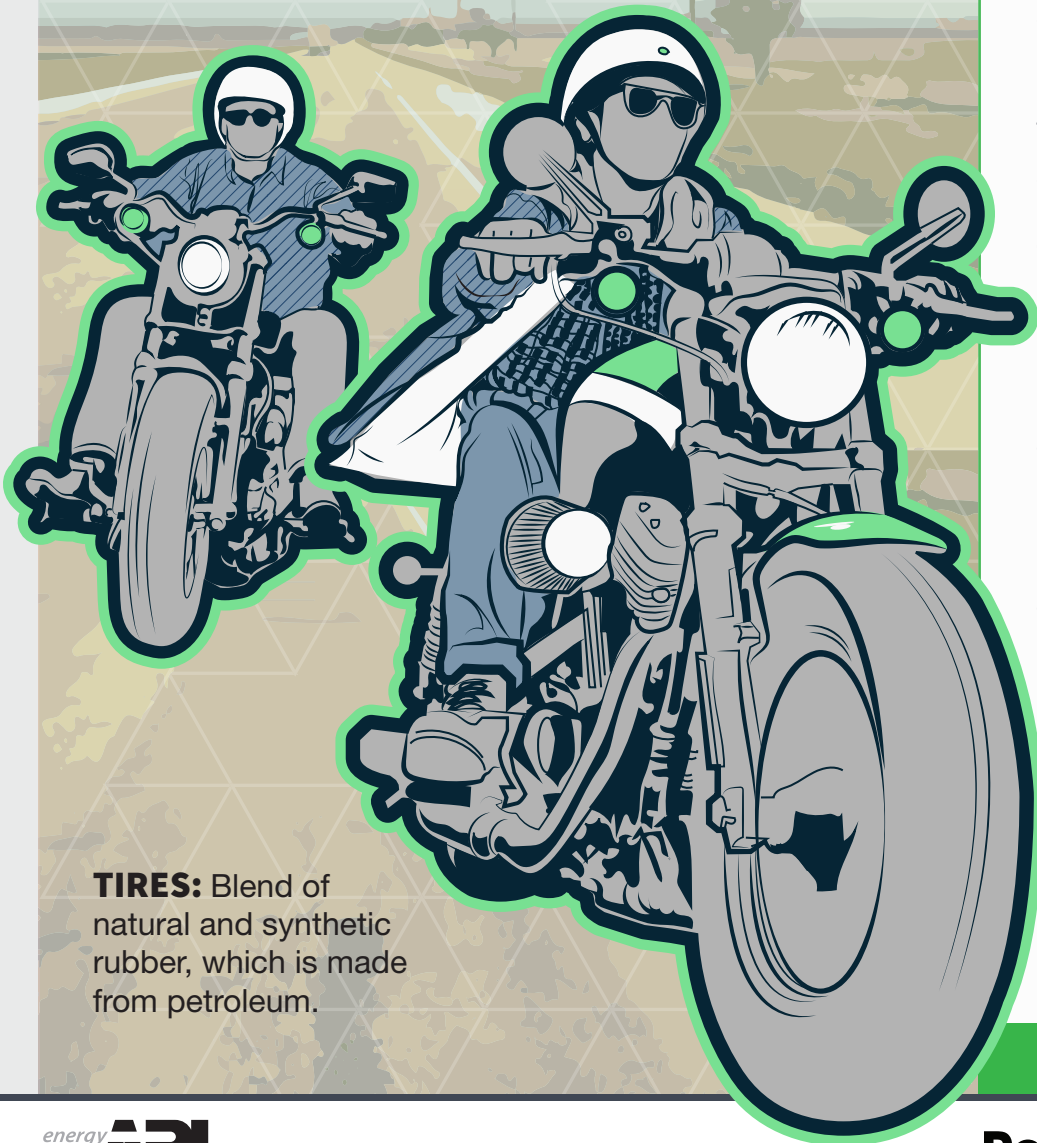
## HOG WILD!

**HELMET:** Carbon fiber and aramid, both derived from petroleum.

**SEAT:** Polyurethane foam, vinyl — both made from petroleum. the West Coast.

**CLOTHING:** Nylon mesh for breathability. Kevlar fiber in gloves, jackets and pants for protection. container.

**WINDSHIELD:** Polycarbonate, a thermoplastic made from oil or natural gas.



**TIRES:** Blend of natural and synthetic rubber, which is made from petroleum.

## Energy is Everything.

In virtually every human activity and invention, energy plays an important role: powering, building and improving the quality of everyday life.

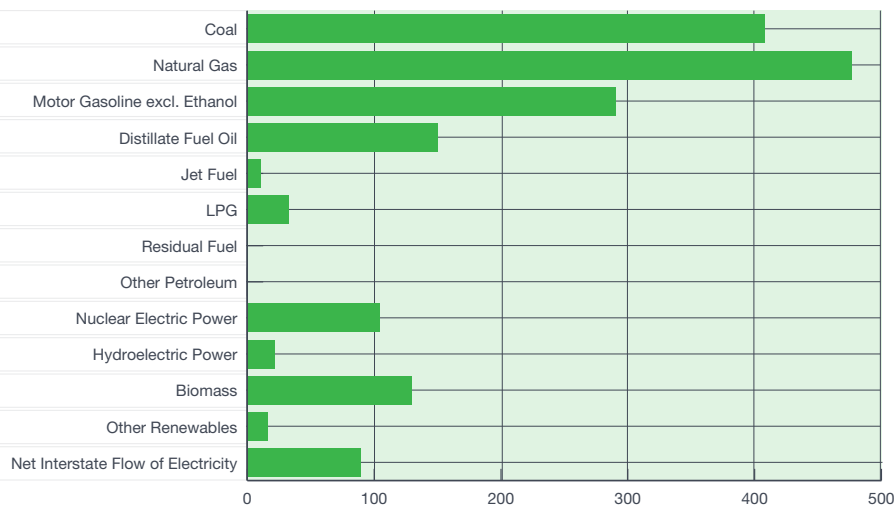
Enjoying a motorcycle ride — including Harley-Davidson, Wisconsin's native brand — helps illustrate the point. Materials made from natural gas and oil help make motorcycling safer, from a rider's helmet to the clothing, including gloves. Lightweight but strong fibers provide protection with comfort. From tires to fuel, energy also makes the ride itself part of the joy of getting from one place to another.

### QUICK FACTS:

- William Harley and Arthur Davidson created their brand in a Milwaukee shed in **1903**.
- According to the Transportation Department, there are more than **8.6 million** motorcycles registered in the U.S.
- The American Motorcyclist Association has more than **200,000 members**.
- During his daredevil career, motorcyclist Evel Knievel suffered more than **430 bone fractures**.

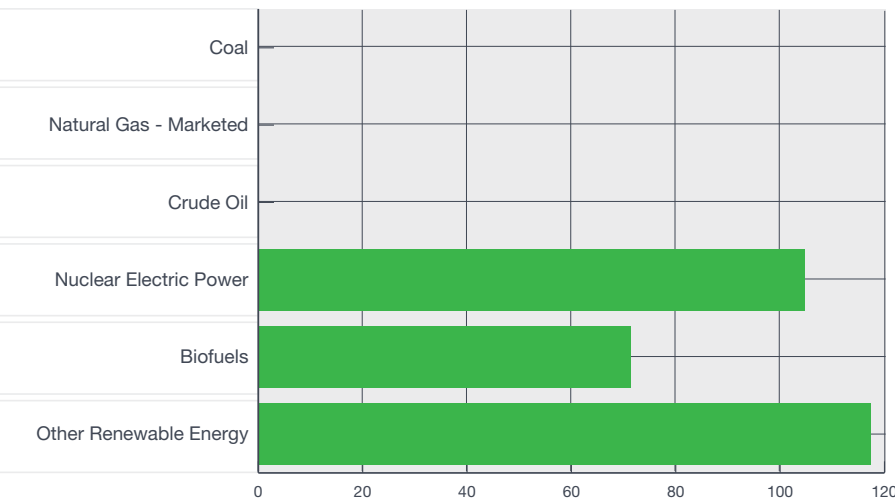
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## WISCONSIN ENERGY CONSUMPTION ESTIMATES 2015



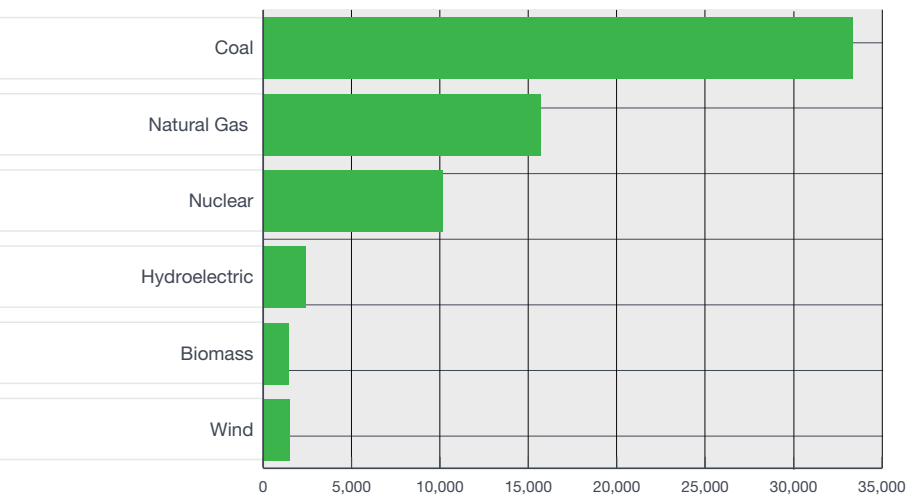
(Energy Information Administration, State Energy Data System)

## WISCONSIN ENERGY PRODUCTION ESTIMATES 2015



(Energy Information Administration, State Energy Data System)

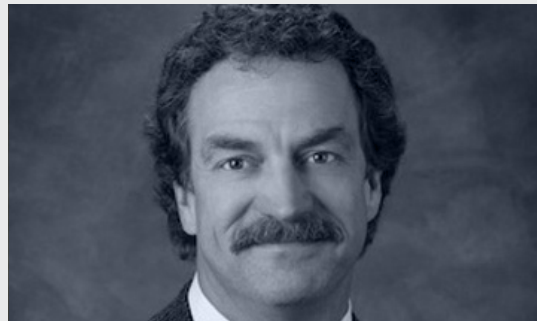
## WISCONSIN NET ELECTRICITY GENERATION BY SOURCE 2016



(Energy Information Administration, Electricity Data Browser)

## ON THE ISSUES

### INFRASTRUCTURE



**Bob Schoneberger**  
CEO, United Piping Inc.

“Without dependable energy supplies, we all would struggle to keep our homes warm during Wisconsin’s harsh winters ... None of the indispensable benefits of oil and natural gas would be possible without energy infrastructure, which includes storage, refineries and, above all, pipelines.”

### HYDRAULIC FRACTURING

[SAND]



**Jay Zambito**  
Wisconsin Geological & Natural History Survey

“[Y]ou are looking at sandstones that have grains that are uniform in their mineralogy, their size and their shape. All those factors together make this an ideal proppant. ... All of the factors that make for an ideal frac sand are met in western Wisconsin.”