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BioBling? Oh my...

July 22, 2005 08:58 AM - Michael G. Richard, Ottawa



From [Jalopnik](#), the car site with an attitude, comes this strange Los Angeles story about Colette Brooks, the ad agency owner who got Hollywood stars to show up at the Oscars in Toyota Prius hybrids. Now she's into what she calls BioBling. Basically, it's huge American cars from a bygone era and other

"pimped-out" used cars with all the assorted bling-bling and modifications, but the twist is that they run on biodiesel. She now has 10 biodiesel vehicles, including a 1983 Cadillac Seville and a 1996 Mercedes E-Class sedan. "This is about making renewability sexy, about not sacrificing. You can have your bling and eat it too," she says. Well, that's LA for you, I suppose...

::Bio Goes Bling, via ::[Jalopnik](#)

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