

Major Automakers and State Partners Unite to Help Drive Change by Driving Electric

Campaign to Drive Public Toward Electric Cars Announced at NYIAS

New York, New York – March 29, 2018 – Today, at the New York International Auto Show (NYIAS), automakers and Northeast states announced a historic initiative to increase electric car use throughout the Northeast. The ‘Drive Change. Drive Electric.’ campaign will focus on the benefits of electric cars and advancing consumer awareness, understanding, consideration and adoption of these vehicles in the region. Together, states and automakers are working towards a sustainable future with more battery electric vehicles, plug-in hybrid electric vehicles and fuel cell electric vehicles on the roads and infrastructure support in place. The campaign launch coincides with the NYIAS, where automakers are featuring a broad range of electric cars.

The ‘Drive Change. Drive Electric.’ campaign is designed to focus attention on the availability of a growing variety of desirable electric models, tax and purchase incentives, a rapidly-expanding network of charging stations and economic benefits – including fuel price savings – for current and next generation drivers. The campaign will showcase the performance benefits and affordability of these vehicles that are easy to maintain and come in a range of models that fit the needs of any lifestyle. The ‘Drive Change. Drive Electric.’ campaign will encourage the public to test drive an electric car.

“Automakers offer over 40 high-quality electric cars in almost every vehicle segment and many more are coming over the next few years. However, transforming mobility requires more than large numbers of high-quality cars. Customers must be aware of and comfortable with the new technology and understand how it benefits them and their family. Automakers alone cannot drive this awareness, so the partnership in the ‘Drive Change. Drive Electric.’ campaign offers a perfect avenue to collectively fuel consumer knowledge of electric cars and their benefits,” said Mitch Bainwol, president and CEO of the Alliance of Automobile Manufacturers, an automotive trade association representing 12 automakers.

“Electric cars are a growing segment of the Northeast car market, but far too many drivers remain unfamiliar with the benefits of driving electric. Increasing sales of electric cars will deliver critical environmental and economic benefits across the region,” said Arthur Marin, Executive Director of the Northeast States for Coordinated Air Use Management (NESCAUM) on behalf of the state campaign partners. “The Northeast has long teamed with the automobile industry in pioneering the development of advanced technology vehicles, and electric drive is the ultimate in clean, efficient and high performance personal transportation. The unique partnership behind this campaign will promote market transformation that benefits consumers and industry alike, and also provides significant air quality benefits across the region. Together we can help more drivers see themselves in electric cars.”

“This campaign highlights the importance of government and industry collaboration. To achieve our shared goal of building a market for electric cars, you need to use all of the tools in the toolbox,” said John Bozzella, president and CEO for the Association of Global Automakers, an automotive trade association representing the U.S. operations of 12 international automobile manufacturers. “The ‘Drive Change. Drive Electric.’ campaign will leverage a collective effort to increase awareness of the many benefits of driving electric and the wide variety of battery electric vehicles, plug-in hybrid electric vehicles and fuel cell electric vehicles available to every consumer today.”

The 'Drive Change. Drive Electric.' campaign will initially focus in the Northeast region. Elements of the program include a newly-launched website, advertising, social media, strategic partnerships, events and other content efforts. The platforms will work together to connect the public with information to help them experience and consider an electric car as their next vehicle purchase, reaching those beyond today's enthusiastic and early adopters, to generate excitement about joining the electric car community through stories that can resonate with any future driver and passenger.

For additional details on the 'Drive Change. Drive Electric.' campaign please visit our newly launched website: www.DriveElectricUS.com

Follow us on social media: @DriveElectricUS on Twitter and Facebook.

About 'Drive Change. Drive Electric.'

'Drive Change. Drive Electric.' represents a unique public-private partnership between auto manufacturers and Northeast states to advance consumer awareness, understanding, consideration and adoption of electric cars, including battery electric, plug-in hybrid electric, and fuel cell electric vehicles. By showcasing to drivers and passengers the convenience, affordability, technology, sustainability and power performance of electric vehicles, 'Drive Change. Drive Electric.' aims to put more electric cars on the road than ever before. For more information, visit www.DriveElectricUS.com.

Campaign Partners

This collaborative campaign includes the following automakers: BMW Group, Fiat Chrysler Automobiles US, Ford Motor Company, General Motors, American Honda Motor Co., Inc., Hyundai Motor America, Jaguar Land Rover, Kia Motors America, Mazda, Mercedes-Benz USA, Mitsubishi Motors, Nissan North America, Subaru of America, Inc., Toyota Motor North America, Volkswagen, and Volvo.

State partners include: New York, Connecticut, Commonwealth of Massachusetts, New Hampshire, Rhode Island, Vermont and New Jersey.

The [Association of Global Automakers](#), [Alliance of Automobile Manufacturers](#), and [Northeast States for Coordinated Air Use Management](#) have been working to help facilitate the campaign on behalf of the campaign partners.

Press Contact

Chinaza Nwaneri

Chinaza.Nwaneri@edelman.com

651-434-7395