

WHAT WE DO:

- **OUTREACH:** The single best way to convert gasoline car drivers into EV enthusiasts is to let them take a drive. To that end, Plug In America hosts ride and drive activities throughout the U.S. We also partner with the Electric Auto Association and Sierra Club to host the annual National Drive Electric Week, which celebrates and educates the public on the widespread availability of plug-in vehicles. Join over 100,000 attendees/year by attending an event in your community: driveelectricweek.org!
- **ADVOCACY:** Plug In America is proud to provide a unified voice for some half million plug-in drivers (and growing) and works hard to enact smart policies that support adoption and infrastructure.
- **RESEARCH:** Plug In America partners with experts and other like-minded organizations to generate useful tools to educate, inform and empower policy-makers and the EV community.

National Drive Electric Week

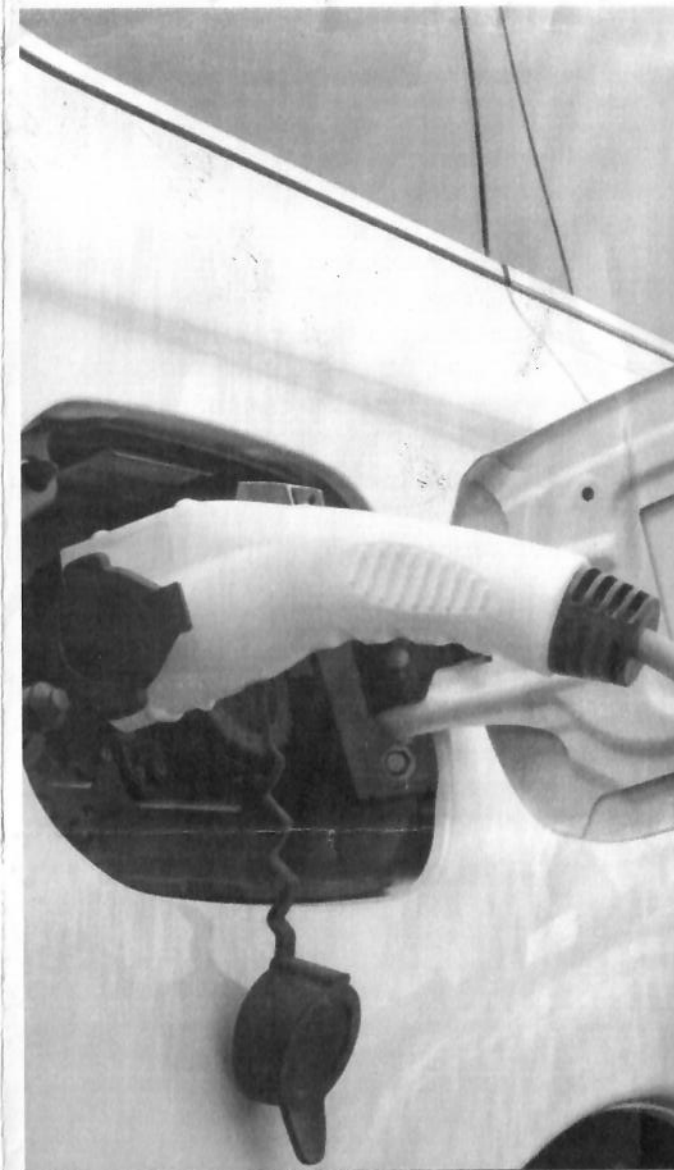


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Plug In America

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Plug In America is a non-profit and member-driven consumer advocacy group representing plug-in drivers across the country. We help automakers, government agencies and consumers understand the powerful benefits of driving electric. We provide practical, objective information to help consumers select the best plug-in vehicle for their lifestyles and needs.

Plug In America founded National Drive Electric Week, the world's largest annual celebration of the plug-in vehicle.

OUR MISSION is to accelerate the shift to plug-in vehicles powered by clean, affordable and domestic electricity to reduce our nation's dependence on petroleum, use our fuel dollars to support domestic jobs and improve the global environment.



What is a Plug-In Car?

Plug-in cars use clean, affordable domestic electricity from a power outlet or charging station for some or all of their energy. They provide a quiet, smooth, and powerful ride. There are two types:

Electric vehicles (EVs) only use electricity. They're easy to maintain since they have far fewer parts than gasoline cars. EVs have no engine, transmission, spark plugs, valves, fuel tank, tailpipe, distributor, starter, clutch, muffler or catalytic converter. Say goodbye to gas stations, oil changes and tune-ups. They provide maximum benefits for people with regular access to charging at home, work or around the community.

Plug-in hybrid cars use both electricity and gasoline. They provide more flexibility for people who regularly drive long distances and single-car households.



Why Drive Electric?

Thanks to the power of innovation, electric vehicles now work for virtually all lifestyles and budgets. Some half million Americans (and growing) have made the switch to #DriveElectric, and their reasons for doing so are as varied as their backgrounds.

- **PERFORMANCE:** Plug-in vehicles offer a quiet, smooth and powerful ride. Once you drive electric, merging onto a highway will never be the same.
- **AFFORDABILITY:** Electricity costs less than half the price of gasoline, even at today's prices, and, you won't have to worry when gasoline prices spike next.
- **CONVENIENCE:** EV drivers say goodbye to gas stations, breathing toxic fumes and smelling like gasoline. (Most plug-in hybrids also rarely need a fill-up, depending on your driving habits.) EVs have far fewer parts than gasoline cars, so no more oil changes or tune-ups.
- **AIR QUALITY:** Air pollution is the largest environmental hazard in the U.S. Plug-in cars dramatically reduce or eliminate urban air pollution. When paired with rooftop solar at home or in the office, EVs become nearly zero emission.
- **NATIONAL SECURITY:** The U.S. spends about a half-billion dollars on foreign oil every day. Instead of sending your fuel dollars overseas, you can support jobs in your community, with your local utility or, even better, with a solar installer.