



CALIFORNIA

PLUG-IN ELECTRIC VEHICLE
COLLABORATIVE

Convene

Collaborate

Communicate

*Driving the plug-in electric
vehicle market forward*

www.PEVCollaborative.org

Who We Are

Mission

The California Plug-In Electric Vehicle Collaborative is a public/private organization focused on accelerating the adoption of PEVs to meet California's economic, energy and environmental goals. Using the expertise of each member, the PEV Collaborative *convenes, collaborates and communicates* on emerging PEV market trends and works to address challenges and enable strong PEV market growth.

Members

Guiding the PEV Collaborative are automakers, utilities, charging equipment and network providers, elected and appointed government officials, environmental organizations, research institutions and other PEV supporters.

2020 PEV Market Goals

- Consumers' experiences with PEVs are positive
- Ownership costs of PEVs are competitive with conventional vehicles
- PEV charging integrates smoothly into an increasingly clean, efficient, reliable and safe electricity grid
- PEVs advance energy security, air quality, climate change and public health goals
- The PEV market helps create jobs and benefits California's economy
- The PEV market moves beyond early adopters to mainstream consumers



Our Focus

The PEV Collaborative is focused on expanding the PEV market in California and is actively working to identify and address challenges and build upon successes.

The PEV Collaborative:

- Provides a forum for stakeholders to engage on emerging market trends
- Participates in and sponsors PEV industry meetings and supports initiatives and incentives
- Shares best practices and PEV-related successes with regional, national and international audiences
- Offers a comprehensive PEV Readiness Toolkit to local governments
- Helps expand PEV charging at workplaces and at apartments and condominiums
- Brings together businesses for events such as **DRIVE THE DREAM** to encourage corporate commitments to PEV workplace charging



Plug-in
Electric
Vehicle



RESOURCE CENTER

Understand and compare PEV types. Learn about charging, purchase costs and incentives. Find answers to your PEV questions.

www.DriveClean.ca.gov/pev

www.PEVCollaborative.org

California Environmental Protection Agency
Air Resources Board

-chargepoint-



NISSAN



Mercedes-Benz

BMW Group



TESLA



UCLA Luskin School of Public Affairs



ADVANCED ENERGY ECONOMY



CALIFORNIA

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