

ELECTRIC VEHICLES (/ARTICLES/CATEGORY/EV)

Rep. Schroeder  
Energy 10/23/19

## US Electric Vehicle Sales Increased by 81% in 2018

HB 4806

Tesla had a banner year. But it's not all good news for the U.S. EV market.

JULIA PYPER

JANUARY 07, 2019



*Tesla was responsible for more than half of all plug-in sales last year.*

U.S. electric vehicle sales may be finally seeing the hockey stick growth market watchers (<http://https://www.greentechmedia.com/articles/read/everyone-is-revising-electric-vehicle-forecasts-upward#gs.9lozt2kA>) have been waiting for.

The 2018 numbers are in, and total U.S. EV sales came in at 361,307 for the year — up 81 percent over 2017 — according to the tracking website Inside EVs (<https://insideevs.com/december-2018-u-s-plug-in-ev-sales-report-card/>).

For Chris Nelder, manager of Rocky Mountain Institute's mobility practice, the results came as a surprise.

"I did not expect the growth rate to be over 30 percent" for 2018, he said. "I expected it to be in the 20 percent range, which is where it's been."

"I did expect we'd have a sharp increase in the rate adoption sometime soon," he added. "But I didn't think it would be in 2018."

2018 U.S. EV SALES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
2018 U.S. Sales Totals	12,009	16,845	26,443	19,623	24,307	25,029	29,598	36,347	44,544	34,074	42,588	49,900	361,307
2017 U.S. Sales Totals	11,004	12,375	18,542	13,367	16,596	17,046	15,540	16,514	21,242	14,315	17,178	26,107	199,826

Source: Inside EVs

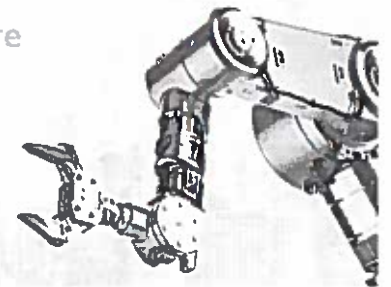
Last year's strong sales performance really came down to one thing: Tesla. The Silicon Valley automaker sold 139,782 units of the Model 3 in 2018, according to Inside EVs. Including the Model S and the Model X, Tesla was responsible for more than 50 percent of total plug-in vehicle sales last year.

The Toyota Prius Prime was the second-best-selling EV of 2018, with 27,595 units sold. GM's Model 3 challenger, the Chevy Bolt, made the top 10 list but was well behind the market leader, with just 18,019 sales for the year.

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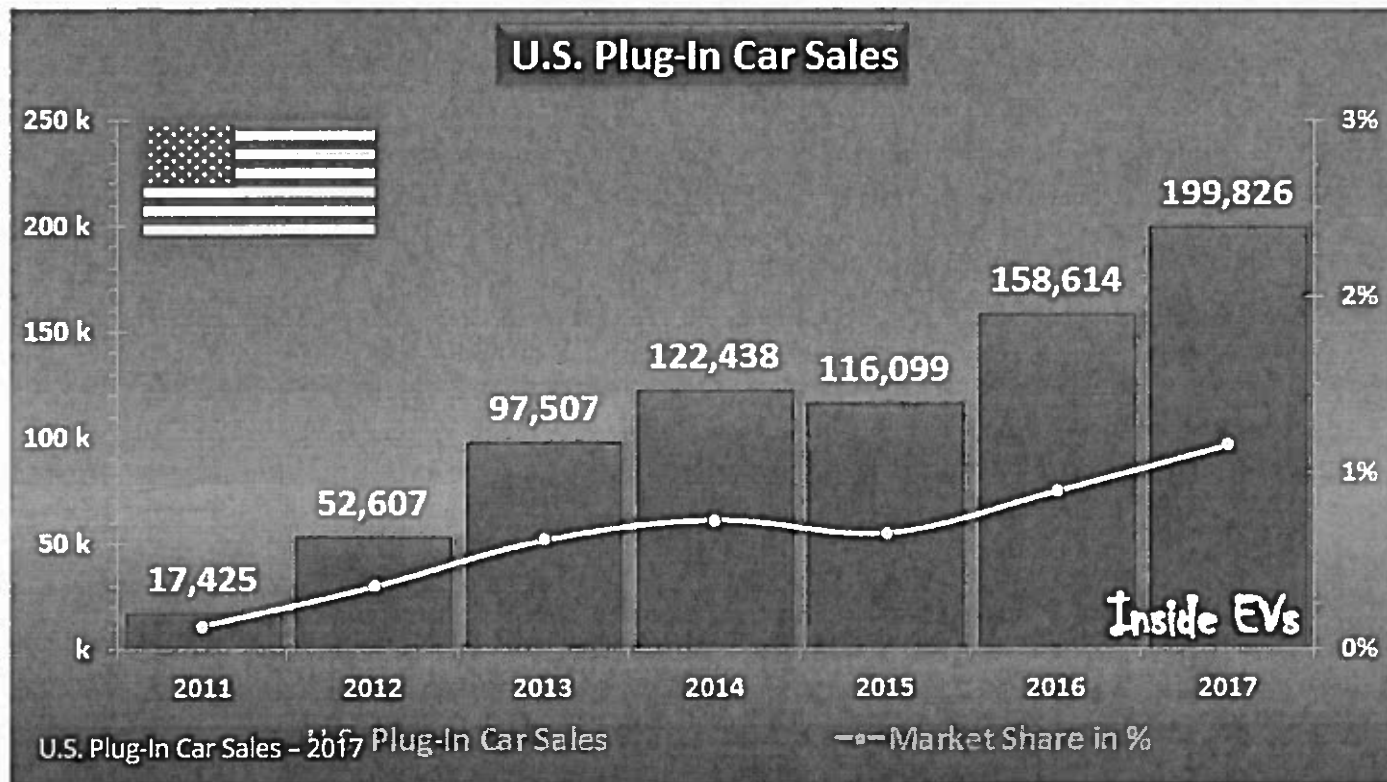
### 2018 Monthly Sales Chart

2018 U.S. EV SALES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Tesla Model 3*	1875	2485	3820	3750	6000	5902	14250	17800	22250	17750	18650	25250	139,782
Toyota Prius Prime	1496	2050	2922	2626	2924	2237	1984	2071	2213	2001	2312	2759	27,595
Tesla Model X*	700	975	2825	1025	1450	2550	1325	2750	3975	1225	3200	4100	26,100
Tesla Model S*	800	1125	3375	1250	1520	2750	1200	2625	3750	1350	2750	3250	25,745
Honda Clarity PHEV*	604	911	1131	1129	1639	1495	1542	1462	1997	2025	1897	2770	18,602
Chevrolet Volt*	713	983	1782	1325	1675	1336	1475	1825	2129	1475	2530	1058	18,306
Chevrolet Bolt EV*	1177	1424	1774	1275	1125	1083	1175	1225	1549	1975	2825	1412	18,019
Nissan LEAF	150	895	1500	1171	1576	1367	1149	1315	1563	1234	1128	1667	14,715
BMW 530e*	224	413	689	518	729	942	536	749	756	733	1012	1363	8,664
Ford Fusion Energi	640	794	782	742	740	604	522	396	480	453	1131	790	8,074

Source: Inside EVs

U.S. EV sales to date have been underwhelming. While launching an entirely new class of vehicles is no easy feat, China has seen adoption levels surge (<https://www.forbes.com/sites/niallmccarthy/2018/06/01/electric-car-sales-are-surg-ing-in-china-infographic/#f207044d1f71>), while European countries lead on a per-capita basis.

The U.S. EV sector has seen incremental growth over the past several years, but it has yet to reach an inflection point. And sales actually saw a dip in 2015 ([https://www.greencarreports.com/news/1101751\\_plug-in-electric-car-sales-for-2015-fall-slightly-from-2014](https://www.greencarreports.com/news/1101751_plug-in-electric-car-sales-for-2015-fall-slightly-from-2014)).



Source: *InsideEVs*

In 2017, U.S. EV sales totaled 199,818 — up 26 percent over 2016. That number set a new record for the U.S. market (<https://insideevs.com/monthly-plug-in-ev-sales-scorecard-historical-charts/>), although plug-in sales barely surpassed 1 percent of total market share.

Historic EV sales growth in the U.S. has been steady, but it's safe to say it hasn't spiked. 2018 may prove to be the year that changed, but it will depend in large part on how well automakers other than Tesla perform.

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Taking the Model 3 out of the mix, U.S. EV sales increased by only 11 percent last year, a poor showing by most standards.

But Nelder notes that many automakers were focused on introducing new EV models and retooling their production lines in 2018. While this didn't translate to enormous sales, he believes these investments will start to pay off in the coming months.

"I think it's going to be a whole different game," he said. "I don't think 2019 is going to be all about the Model 3. There are a lot more manufacturers making a lot more EVs."

There are several new mass-market EVs available with over 200 miles of electric range, such as the Kia Soul and Kia Niro (<https://thedriven.io/2018/12/03/kia-unveils-all-electric-soul-crossover-los-angeles-auto-show/>). At the same time, brands such as Mercedes, BMW, Porsche, Jaguar and Audi are launching headline-grabbing high-performance electric cars — and putting real pressure on Tesla for the first time.

"In 2019, we're going to have much more significant participation from other major manufacturers, especially in the high-end luxury crossover/SUV segment," said Nelder. "And it's there that I think people are going to get excited about what's happening. That's not the consumer model stuff that we all need and want to see, but it is the sexy stuff. It is the stuff that generates headlines and gets people to go into showrooms and gets real money to flow."

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# Electric Car Sales Are Surging In China [Infographic]



Niall McCarthy Contributor

Business

Data journalist covering technological, societal and media topics

In 2017, over one million electric cars were sold around the world, a new record. The number of Teslas, Nissan Leafs and other EVs in circulation worldwide has now surpassed three million, an expansion of 50 percent from 2016. There were approximately 760,000 on American roads, along with a further 820,000 in Europe. Chinese drivers have gotten hugely enthusiastic about the technology in recent years and last year, China could boast the largest fleet of EVs in any country, 1.23 million.

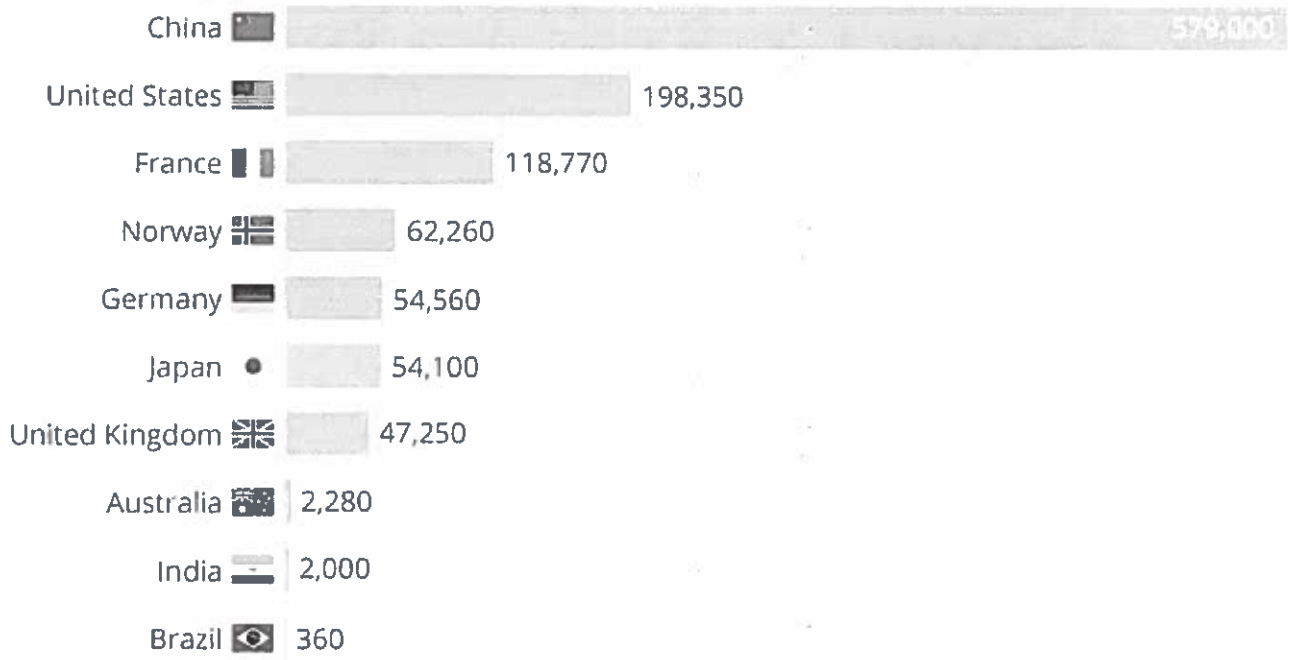
The following infographic uses International Energy Agency data to provide an overview of the number of battery electric (BEV) and plug-in hybrid (PHEV) vehicles sold in selected countries last year. China had the highest sales figures of any nation by far with 579,000 EVs sold. The vehicles are starting to make inroads into China's highly competitive market and they had a 2.2 percent share of it in 2017. That's more than EV have in the U.S. where their market share stood at 1.2 percent last year.

In terms of sales, American customers bought 198,350 EVs in 2017 while France sold 118,770. Norway has become renowned for its love affair with electric vehicles and it's still posting healthy sales figures. Last year, 62,260 EVs were sold in Norway and they had an impressive slice of the market at 39 percent. In emerging economies where road quality and electrical infrastructure still need further refinement, the technology is still waiting to take off. In 2017, 2,000 were sold in India while in Brazil, total sales figures only amounted to a dismal 360.

*\*Click below to enlarge (charted by Statista)*

# Electric Car Sales Are Surging In China

Electric vehicle sales (BEV and PHEV) by county in 2017\*



@StatistaCharts

\* Selected countries. BEV = Battery electric. PHEV = plug-in hybrid.

Source: International Energy Agency

Forbes **statista**

Electric vehicle sales by country in 2017. STATISTA



**Niall McCarthy**

I am a Statista data journalist, covering technological, societal and media topics through visual representation. In fact, I love to write about all trending topics, ill... [Read More](#)

BRIEF

# 'Nearly all' high voltage EV charging stations lose money: Report

By Robert Walton

Published Aug. 22, 2019

## Dive Brief:

- Demand charges continue to be a drag on high voltage, direct current electric vehicle charging ports, according to new research by the Great Plains Institutes for the Midcontinent Transportation Electrification Collaborative.
- Economic disadvantages include both profit and the ability to attract third-party investment, according to the report, which looked at electric rates and potential direct current fast charging (DCFC) infrastructure along the Minnesota-to-Michigan corridor on Interstate 94, operating between 50 kW and 350 kW. Lower-wattage stations were significantly more likely to be profitable.
- The Midcontinent region currently has 425 DCFC plugs, according to GPI's research, but the region needs more than 4,000 DCFC plugs by 2030 in order to grow EV adoption, according to the National Renewable Energy Laboratory.

## Dive Insight:

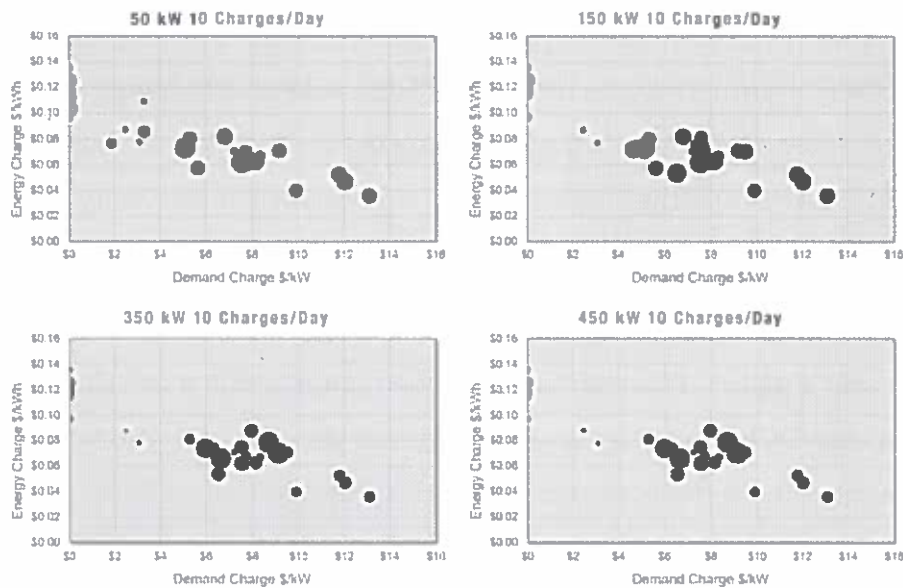
As more research points to the incompatibility of demand charges and DCFC infrastructure, utilities are beginning to develop alternative rates to encourage electrification.



"Today's economics and the average electric utility rates mean that nearly all DCFC scenarios lose money," GPI study authors Dane McFarlane and Matt Prorok wrote. It is a "chicken and egg scenario." Greater access to DCFC charging stations will help accelerate EV adoption, "but DCFC charging stations will currently lose money every year until increased EV adoption results in more charging customers each day."

Demand charges are typically paid by commercial and industrial electric customers with high peak usage, to allay the costs of expensive infrastructure. For EV stations, the power draw can be intense: Stations with more than one plug can hit 1 MW of demand if multiple vehicles charge simultaneously.

GPI's research showed that it is generally less expensive to operate a single 50 kW charger, and those can break even with less than a dozen customers per day. However, "in most other cases, it is very difficult for a DCFC station to break even due to demand charges."



*Credit: Great Plains Institute*

The report illustrated that stations capable of pulling 150 kW can break even about half the time, but increasing capacity further



"makes it nearly impossible for a station operator to break even" unless there is no demand charge.

Because DCFC infrastructure is considered vital to the long-term future of electric vehicles, utilities are looking for alternatives.

Pacific Gas & Electric last year proposed a new commercial electric vehicle charging rate that it compared to a subscription model, aiming to encourage new investments in EV infrastructure and commercial fleets. And Xcel Energy, in some service areas, established a "demand limiter" provision that limits the billable kilowatt quantity used to calculate demand charges.

"There is clearly a balance to be struck between possible costs imposed by DCFC in certain settings, and considerable benefits from the increased EV adoption it can enable," GPI wrote. "The barrier to economic feasibility presented by demand charges is greater for higher capacity DCFC, which many industry experts expect will be needed in the future to allow for faster charging rates."

### **Recommended Reading:**

 GREAT PLAINS INSTITUTE

Analytical White Paper: Overcoming Barriers to Expanding Fast Charging Infrastructure in the Midcontinent Region [↗](#)



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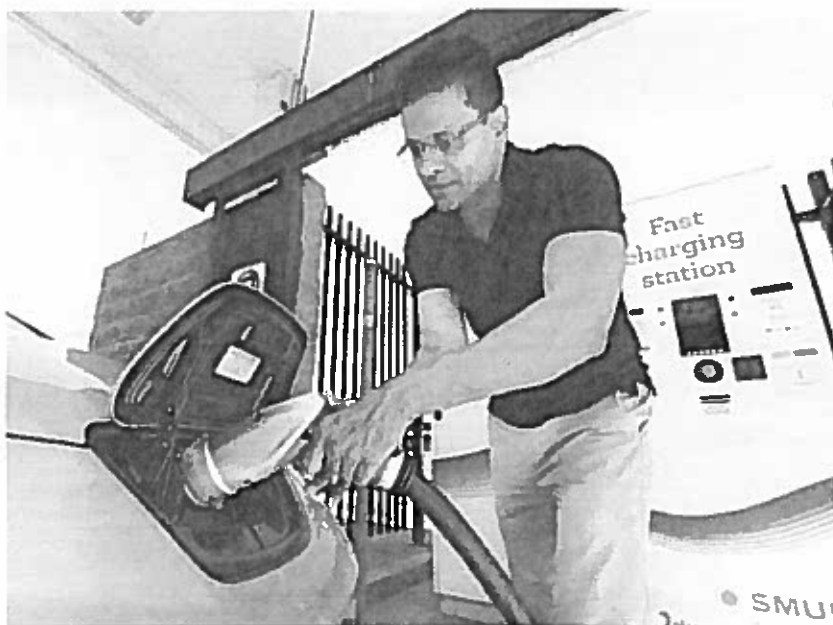
## Ford has solutions for those worried about charging its electric vehicles

[Jan Thibodeau](#), The Detroit News | Published 6:00 a.m. ET Oct. 17, 2019 | Updated 6:27 a.m. ET Oct. 17, 2019

Ford Motor Co. plans to give customers a handful of options to charge the electric vehicles it's expected to launch over the next few years.

The automaker on Thursday said it would partner with multiple nationwide charging networks in the United States in addition to giving electric vehicle customers different options for charging vehicles at their home. The moves come ahead of Ford's planned launch of its first-ever fully electric crossover early next year — and as U.S. consumers continue to voice concerns about how they'd charge electric vehicles.

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Ford said it would partner with multiple nationwide charging networks in the United States. (Photo: The Detroit News)

"Among people who already own or want to purchase electric vehicles and plug-in hybrids, 48 percent say that a lack of charging stations is one of their main concerns," Ted Cannis, Ford's director of global electrification, said in a statement. "By offering industry-leading charging access we are dismantling those barriers, allowing more customers to confidently enjoy the benefits of owning an electric vehicle."

Under the direction of CEO Jim Hackett, the automaker plans to invest \$11.5 billion in electric vehicles through 2022. The first of those to launch would be the as-yet-unnamed "Mustang-inspired" battery electric crossover targeting a 300-mile range.

But Ford and other automakers must overcome apprehension from some U.S. consumers if the companies want to be successful selling those vehicles. The moves planned by Ford mirror those made by competitors that have launched electric vehicles in recent years. General Motors Co. and Tesla, Inc. each have various charging options for customers, though Tesla customers must use Tesla charging stations unless drivers use adapters.

At home, Ford customers will have three options to charge their vehicles. The automaker plans to partner with Amazon to install Ford Connected Charge Stations at homes. The 49-amp charging station would be able to fully charge a vehicle overnight, averaging 32 miles per charging hour.

Meantime, every vehicle will come with a standard Ford Mobile Charger, which can use a 240-volt outlet to charge the vehicle at 22 miles per charging hour, or a 120-volt outlet to charge at 3 miles per charging hour. The automaker plans to partner with Amazon Home Services to install either new 240-volt outlets, or a home charging station, for those customers who want either of those options.

Electric vehicle customers would need to pay for either option.

Meantime, the automaker plans to provide electric vehicle customers with the FordPass Charging Network, which gives drivers access to 12,000 charging stations around the country. Ford plans to partner with charging station supplier Greenlots, Electrify America and other existing charging networks to give Ford customers access to charging lots, where they can pay for charging.

The FordPass app also will have an available feature that allows drivers to find charging stations along a route. The app through the vehicles on-screen dashboard can tell customers if a charging outlet is available, and if there are restaurants or stores nearby where the driver can spend time while the vehicle charges.

"The fact that most of our customers will plug in at home is a key advantage to an all-electric vehicle," Matt Stover, Ford's director of charging, energy services and business development, said in a statement. "We will deliver a charging experience that is hassle-free whether you're at home or on-the-go."

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<https://www.consumerreports.org/cro/index.htm>

/ ADVOCACY / (/HOMEPAGE/)



# Electric vehicle sales hit new peak in 2018, but a lot of room for continued growth

January 15, 2019

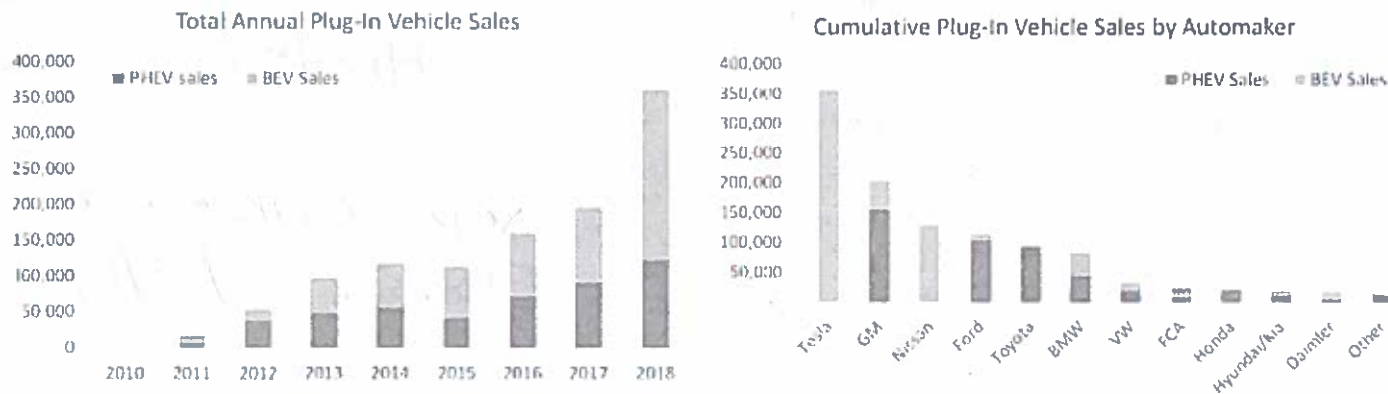
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Electric vehicles have been around since the invention of the automobile (<https://twitter.com/tictoc/status/1082347478899478534>), but over 100 years later, they are now for the first time being more widely embraced by both automakers and buyers. 2018 saw an incredible 81% increase in electric vehicle purchases since 2017, with carmaker Tesla showing the world that there is much excitement and pent-up demand for well-designed #cleanercars (<https://twitter.com/hashtag/CleanerCars?src=hash>).

Automakers have just released their final 2018 sales numbers, reporting 361,307 electric vehicles (including plug-in hybrids) sold in the U.S., up from 199,826 in 2017. While electric vehicles still make up a small percentage of overall vehicles on the road, some important milestones were achieved in 2018:

- There are now over 1 million electric vehicles on U.S. roads, even though the technology was first re-introduced to the marketplace less than a decade ago.
- There are now over 40 types of electric vehicles on U.S. roads, including plug-in hybrids, up from just three vehicle models in the U.S. back in 2010.
- For the first time a single carmaker sold over 100,000 electric vehicles in a calendar year, and for the first time a single carmaker sold over 20,000 electric vehicles in a single month.



Taking Tesla out of the equation for a moment, the car industry otherwise only saw an 11% increase (<https://www.greentechmedia.com/articles/read/us-electric-vehicle-sales-increase-by-81-in-2018#gs.TO3SBWgX>) in electric vehicle sales. But there's some reason for optimism ahead in 2019, as more carmakers are finally rolling out more EV (electric vehicle) options. Jaguar, Mercedes and Audi are promising luxury vehicles to compete with Tesla (<https://www.consumerreports.org/hybrids-evs/new-wave-of-upcoming-luxury-evs-takes-aim-at-tesla/>), and more-affordable EV options (<https://www.consumerreports.org/hybrids-evs/new-long-range-affordable-electric-cars-coming-soon/>) are being rolled out in 2019 by carmakers Kia and Hyundai, and a new, longer-range LEAF from Nissan.

**2018 Monthly Sales Chart**

2018 U.S. EV SALES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Tesla Model S	1875	2485	3610	3750	6000	5770	4200	7700	12200	13750	8600	25250	136780
Tesla Model 3	1456	2250	3020	2620	2974	2237	184	2271	2873	2297	2372	2757	27,895
Tesla Model X	850	795	1870	1215	1650	2300	140	2190	3975	275	1020	470	26,100
Tesla Model Y	800	1125	1870	230	120	2750	200	2600	4750	150	2750	1250	26,200
Nissan Leaf	634	811	1181	1329	1388	470	540	1002	892	2420	891	2770	18,607
Chrysler Fiat	213	385	1782	1820	1410	1336	471	890	2120	1470	1230	208	16,304
Chrysler Fiat LEV	1193	1624	274	270	110	183	170	220	543	1970	1610	1113	18,019
Nissan LEAF	710	870	1020	71	576	671	140	1810	1568	234	128	607	16,715
BMW i3	226	478	893	578	720	870	538	309	756	788	312	160	8,004
Ford Focus Energi	640	740	242	263	240	824	524	146	490	438	115	783	8,084
Chrysler Fiat Fiat Hybrid	371	450	480	820	600	710	400	854	137	120	815	710	7,062
BMW i3 BEV	382	613	792	533	424	583	464	478	461	426	400	356	6,117

2018 sales data from InsideEVs.com

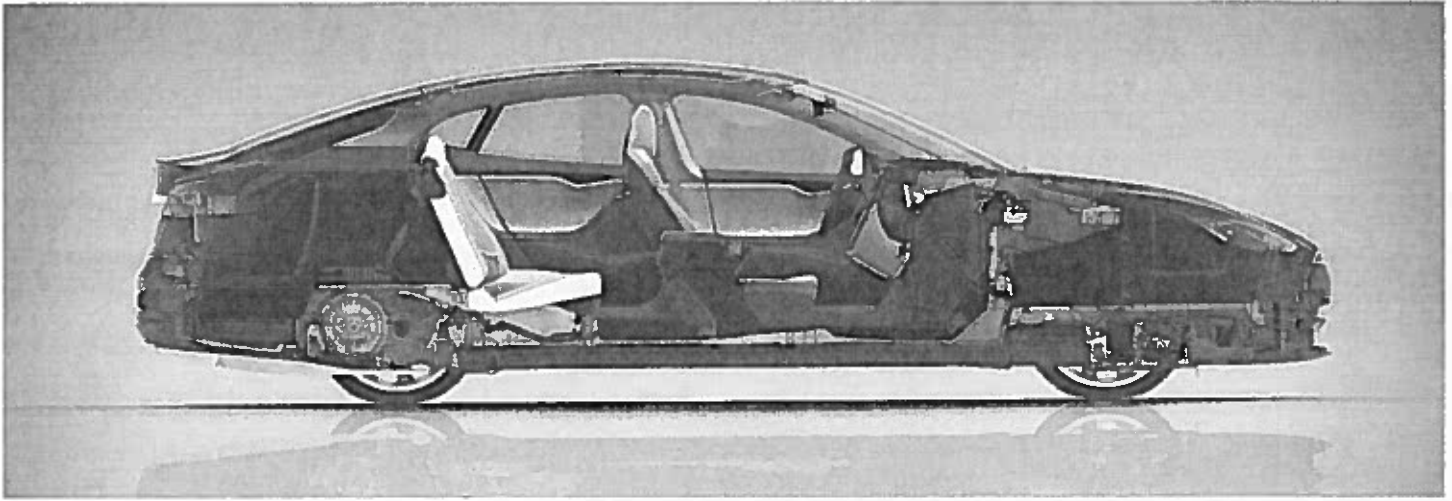
Electric vehicles emit significantly less pollution than gasoline-powered vehicles, and they are also much easier and cheaper to maintain, which is part of the reason Consumer Reports is encouraging carmakers to offer more and better EV options for consumers.

**HEADWINDS in 2018**

The strong improvement in new electric vehicle sales comes even as overall new vehicle sales in the U.S. more or less plateaued in 2018 (<https://www.seattletimes.com/business/us-new-vehicle-sales-in-2018-rise-slightly-to-17-27-million/>), and in spite of less-than-robust efforts of mainstream automakers to sell electric vehicles.

Of the 40 EV models on the market in the U.S., most were not widely-available to consumers in 2018. Dealerships right now usually only sell EVs in states that require ZEV (zero emission vehicle) sales, such as California, and New York. According to data collected by Atlas Public Policy, the 10 states that required ZEV sales in 2018 accounted for about 62% of the sales of all-electric vehicles.

It's up to car companies and car dealerships to expand access. Survey data show that many people in other states are also interested in zero-emission vehicles, and consumers would be able to learn more about electric vehicles if they were available on more dealer lots across the country for drivers to see and experience for themselves.



What's more, even the market leaders in EVs could be doing more to provide more options.

- Chevy is only selling one electric vehicle, the Bolt.
- Nissan is only selling one electric vehicle, the LEAF.
- Toyota does not sell any all-electric vehicles in the U.S., only offering a hybrid called Prius Prime.

Meanwhile, Tesla offers both an all-electric sedan and an all-electric SUV/crossover, but it is still in the process of building up their capacity for output. Their long-promised \$35,000 Model 3 is not yet widely available, and so they are not yet keeping up with demand.

#### HEADWINDS in 2019

The most notable threat to improvements in this field is that regulators from the EPA and NHTSA are strongly considering rolling back the emissions standards ([https://advocacy.consumerreports.org/press\\_release/epa-fd-rollback/](https://advocacy.consumerreports.org/press_release/epa-fd-rollback/)) for cars and light-duty vehicles that are set to go into effect in 2020. Those standards, which were collectively agreed to by both automakers and the federal government when they were adopted, require incremental improvements to fuel efficiency in vehicles. Independent analysis, by Consumer Reports ([https://advocacy.consumerreports.org/press\\_release/auto-regulators-move-to-freeze-fuel-efficiency-and-pollution-rules-will-hurt-consumer-pocketbooks-public-health/](https://advocacy.consumerreports.org/press_release/auto-regulators-move-to-freeze-fuel-efficiency-and-pollution-rules-will-hurt-consumer-pocketbooks-public-health/)) as well as other independent academic outlets (<https://advocacy.consumerreports.org/research/trump-administration-plan-is-flawed-and-misleading-says-new-report/>), shows that rolling back the 2020-2025 standards would have a broad negative impact on consumers (<https://www.consumerreports.org/hybrids-evs/killing-electric-car-tax-credit-would-punish-consumers-hurt-economy-experts-say/>), including saving fewer lives on the road, dampening the environment for job creation, and costing drivers more money on fuel and vehicle maintenance.

The current administration is also considering a plan to eliminate the federal EV tax credit (<https://www.nbcnews.com/business/autos/trump-s-threats-pull-electric-car-subsidies-could-kill-u-n947141>), which has been an important tool for expanding access to cleaner cars (<https://www.consumerreports.org/hybrids-evs/killing-electric-car-tax-credit-would-punish-consumers-hurt-economy-experts-say/>). Consumer Reports is in favor of reforming the federal tax credit (<https://advocacy.consumerreports.org/research/joint-letter-to-u-s-senators-in-support-of-expanding-or-reforming-the-federal-electric-vehicle-tax-credit-program/>) to better serve middle class consumers, such as creating one big pool of tax credits (instead of a cap per automaker) as well as limiting the tax credit to electric vehicles within a limited price range.

#### THE ELECTRIC VEHICLE FUTURE

U.S. companies are competing in a global marketplace where major automakers from around the world, like Volkswagen and Honda, are investing heavily in electric vehicle technology ([https://www.reuters.com/article/us-autoshow-detroit-electric-exclusive/exclusive-vw-china-spearhead-300-billion-global-drive-to-electrify-cars-idUSKCN1P40G6?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=newsletter\\_axiosmarkets&stream=business](https://www.reuters.com/article/us-autoshow-detroit-electric-exclusive/exclusive-vw-china-spearhead-300-billion-global-drive-to-electrify-cars-idUSKCN1P40G6?utm_source=newsletter&utm_medium=email&utm_campaign=newsletter_axiosmarkets&stream=business)). In 2019, Audi is joining Tesla as one of only a few automakers selling more than one all-electric model in America, as it will be selling both the Audi e-Tron and the VW e-Golf. Kia will be offering both the Niro and Soul EV. Hyundai will be selling the IONIQ and the Kona.





Finally, U.S. automakers announced plans to compete globally.

Just days ago, Ford Motor Company announced a plan to more aggressively move towards electrification of their vehicle fleet in Europe (<https://www.eenews.net/climatewire/2019/01/11/stories/1060111627>), where emissions standards are more strict. It's still unclear if and when Ford will provide consumers in the U.S. with an all-electric vehicle choice.

General Motors also just announced they will be creating an all-electric Cadillac vehicle ([https://www.reuters.com/article/us-gm-electric-exclusive/exclusive-gms-cadillac-will-introduce-ev-in-fight-against-tesla-sources-idUSKCN1P502G?utm\\_medium=Social&utm\\_source=twitter](https://www.reuters.com/article/us-gm-electric-exclusive/exclusive-gms-cadillac-will-introduce-ev-in-fight-against-tesla-sources-idUSKCN1P502G?utm_medium=Social&utm_source=twitter)), a step that some analysts say is going to be the company's attempt to compete with Tesla in the luxury sector. According to reports from Reuters and Axios, the first model, a Cadillac crossover utility, will debut in 2021, but might be focused on sales in China, Cadillac's top-selling market (<https://link.axios.com/click/15673562.7545/aHR0cHM6Ly93d3cud3NqLmNvbS9hcnRpY2xlcy9jaGluYS1lbWVvZ2VzLWFzLWNhZGlsbGI>). Eventually, Buick, GMC and Chevrolet will share the EV architecture, reports Axios.

If you are thinking about buying an EV, check out Consumer Reports' [comprehensive guide to electric and hybrid vehicles](https://www.consumerreports.org/hybrids-evs/electric-cars-101-the-answers-to-all-your-ev-questions/) (<https://www.consumerreports.org/hybrids-evs/electric-cars-101-the-answers-to-all-your-ev-questions/>). And if you are not sure if an EV can fit in your life, [our quiz](http://consumersunion.org/research/ev-quiz/) (<http://consumersunion.org/research/ev-quiz/>) can help you understand if an EV is right for you.



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*For more than 80 years, Consumer Reports has worked to help consumers make informed choices and influence the marketplace. Our research, journalism and media, and advocacy have led to safer products and fairer market practices. Consumer Reports is the world's largest independent product-testing organization, with more than 50 labs, an auto test center, and a survey research center. The advocacy division of Consumer Reports directs our efforts to secure strong pro-consumer policies and practices in government and across industries. We have won important victories for consumers to ensure that the cars, food, and other products we buy are safe, raise the standards for financial services, and improve health and well-being.*

**ISSUES**    Cars (Issue/cars)

#### EXPERTS

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