



Contact: Sara Goodwin
Communications Director
Regional Air Quality Council
sgoodwin@raqc.org
ofc: 303-629-5450 x.220
cell: 720-254-7329

PRESS RELEASE

National Drive Electric Week to “Electrify” Colorado *Multiple Area Ride-and-Drive Events Will Highlight Economic & Environmental Benefits of Electric Vehicles*

Denver, CO, Sept. 9, 2015 – Colorado residents and visitors will be “electrified” the week of Sept. 12-20 when National Drive Electric Week (NDEW) comes to town. Attendees will get to experience first-hand some of the most popular electric vehicle (EV) models available by visiting one of the 13 events occurring throughout the state. Charge Ahead Colorado (an EV and infrastructure grant funding program formed in partnership by the Regional Air Quality Council and the Colorado Energy Office) will be on-hand at many of the events to discuss the myths and benefits of EV ownership, workplace charging opportunities, charging station availability, and the financial and tax incentives associated with EV ownership.

Colorado offers more than 400 alternative fueling stations, about 250 EV charging stations and more than 500 charging outlets throughout the state, which are available to the general public. In addition, consumers in Colorado qualify for up to \$13,500 between federal and state tax credits for owning an EV, which are the highest in the nation. And, compared to other transportation fuels, electricity is the cheapest. At [\\$1.15/eGallon](#), operating a vehicle on electricity is \$1.60/gallon cheaper than gasoline in Colorado. On average, operating a vehicle on electricity is 1/3 the cost of gasoline throughout the United States.

EV adoption provides many benefits to the Denver Metro Area, including reduced harmful air pollutants and greenhouse gas emissions, transformation of the region’s transportation system by incentivizing the development of geographically dispersed charging infrastructure, increased energy security through reduced petroleum usage, and the implementation of clean, reliable alternative transportation.

“The Environmental Protection Agency estimates that tailpipe emissions from cars and trucks account for almost a third of the air pollution in the United States,” said Ken Lloyd, executive director of the Regional Air Quality Council. “The adoption of zero-emissions electric vehicles can significantly reduce air pollution caused by motor vehicle travel.”

A growing number of charging stations – coupled with a wealth of vehicle options – is making it easier than ever to make the switch to EVs.

"Colorado consumers want choices that align with their lifestyles and values," says Jeffrey Ackermann, director of the Colorado Energy Office. "Electric vehicles are desirable to many Coloradans because of the low-cost fueling, environmental benefits and steadily increasing distance capability. Colorado has been paving the way for easy EV ownership by creating significant tax incentives and building a publicly accessible charging station network. Drive Electric Week is the perfect time to test-drive an EV and learn more about the transportation options."

Most area NDEW events give the opportunity for attendees to experience a ride and drive of select EVs. For a list of local NDEW events, visit <https://driveelectricweek.org/index.php> or the Colorado Electric Vehicle Coalition (CEVC) events calendar at <http://refuelcolorado.com/cevc>.

About Charge Ahead Colorado

Charge Ahead Colorado is a program formed in partnership by the Regional Air Quality Council (RAQC) and the Colorado Energy Office (CEO) to improve air quality and encourage the deployment of electric vehicles. The program provides grants to qualifying entities to support the purchase of electric vehicles and electric vehicle charging stations.

About the Colorado Electric Vehicle Coalition (CEVC)

The CEVC is an organization of stakeholders interested in accelerating the development of the electric vehicle (EV) market in Colorado. The CEVC's purpose is to improve statewide coordination, disseminate information about stakeholder activities, and take action to promote EV adoption. CEVC members are helping to organize 13 ride-and-drive events in Colorado for the 2015 Drive Electric Week.

About National Drive Electric Week

Plug In America, the Sierra Club and the Electric Auto Association are national organizers teaming up with local groups across the country and abroad to hold events for National Drive Electric Week. Tens of thousands of people in over 100 U.S. cities will rally to raise awareness of plug-in vehicles for the fifth annual National Drive Electric Week. These drivers will be able to experience the quiet, clean thrill of plug-in vehicles firsthand while learning about cost-savings, national security and clean-air benefits.

