

What Is Plug In America

FAQs:

- **Founding:** Grew out of a coalition of electric vehicle drivers formed in 2004 called DontCrush.com.
- **Mission:** Plug In America drives change. We work to accelerate the shift to plug-in vehicles powered by clean, affordable, domestic electricity to reduce our nation's dependence on petroleum and improve the global environment.
- **We Promote:** Battery Electric and Plug-in Hybrid Electric Vehicles for the public to drive today.
- **Status:** Incorporated as a nonprofit, tax-exempt organization in January 2008.
- **Supporters:** 10,000 newsletter subscribers and members worldwide.
- **Operations:** Board members and staff based in Northern and Southern California and Seattle.

What We Do for Whom:

As leader of the nation's plug-in vehicle movement, we work through grassroots activism, legislative advocacy, education and outreach to accelerate the global shift to all-electric and plug-in hybrid electric vehicles. We represent drivers and supporters of plug-ins, including motorcycles, passenger cars and trucks, shown to be cleaner than the cleanest gas or natural gas cars. We serve on behalf of all who want to wean America off its dependency on foreign oil and improve the global environment.

Formation:

Plug In America grew out of a loose coalition of zero-emission Electric Vehicle (EV) drivers and environmentalists who united to stop the auto industry from crushing these cars after eviscerating California's Zero Emission Vehicle (ZEV) Mandate. Between 2004 and 2005, we saved roughly 1,000 of 5,000 battery electric vehicles from being destroyed.

We evolved into a non-profit organization called Plug In America (PIA) to signify a broader proactive mission to urge automakers to manufacture EVs and to rally consumer and government support. Today, most of our board members and many members at large continue to drive all-electric vehicles, some having traveled more than 100,000 miles.

Milestones:

- **Jan., 2009:** Plug In America delivers its First 100 Days message to President Obama, Detroit and Congress at history's greenest parade, "Inaugural EV Parade West: Plug In, America!" a 77-vehicle procession organized by PIA.
- **Nov., 2008:** Plug In America formulates its First 100 Days Campaign to tell President-Elect Barack Obama we want *One Million Plug In Cars by 2012; 10 Million by 2016*.
- **March 2008:** Despite our extensive campaign, California Air Resources Board further weakens its ZEV program, however we garner vast international media coverage for PIA and the cause.
- **Jan. 2007:** We decide to focus all efforts on incorporating as a nonprofit, strengthening and formalizing operations. GM announces production of the VOLT, a range extender EV, and flies PIA founding executive director Chelsea Sexton to Detroit for its unveiling.
- **June 2005:** After a campaign including protests in front of Toyota dealerships, the automaker agrees to stop crushing its RAV4 EV.
- **Feb. 2005:** Despite our month-long, 24/7 vigil at a GM facility in Southern California, GM crushes its last remaining 78 EV1 cars. The effort, however, highlighted in ["Who Killed the Electric Car?"](#)
- **Jan. 2005:** Northern California rancher Dave Raboy spearheads a vigil that saves 150 Ford Ranger EV electric pickups.
- **Aug. 2004:** With Greenpeace, we help save 300 Ford Th!nk City electric cars from the crusher.

What Others Say:

- **Automotive Magazine:** Plug In America was named as one of Automotive Magazine's top five "key players" in 2008. We are considered one of the most influential nonprofit organizations pursuing Green Dreams of an environmental cause.

- **Dan Neil, Pulitzer Prize-winning Los Angeles Times columnist:** "Plug In America has been the clearest and loudest voice demanding electric vehicle technology, and the most effective grassroots advocacy organization for EVs."

Recent Media Coverage:

Associated Press, Reuters, Bloomberg News, CNN, Financial Times, U.S. News & World Report, International Herald Tribune, National Public Radio (All Things Considered and Marketplace), Los Angeles Times, Sacramento Bee, San Jose Mercury News, San Diego Union Tribune, San Francisco Chronicle, Huffington Post, Hot Rod, Edmunds.com, MotorTrend.com, Wired.com, GreenCarCongress.com, NewCarNet.com/UK, Kiplinger's Magazine, York Daily Record, New York Times Video, Autochannel.com, Diane Rehm Show (NPR), Estes Park Trail Gazette, Autobloggreen.com, AutoWeek, PBS, San Diego affiliate, AlternativeEnergy.com, Colorado Public Radio.