



Volkswagen California ZEV Investment Commitment Public Input Workshop – California Air Resources Board

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Public Comment - Christine Kehoe, Executive Director
California Plug-In Electric Vehicle Collaborative and Veloz

Good morning. Thank you for allowing me to address the workshop.

I'm Christine Kehoe, executive director of the California Plug-In Electric Vehicle Collaborative, a public-private partnership working to accelerate the adoption of plug-in electric cars in California. Our 46 members include global automakers, state government (including the Air Resources Board as a founding member), charging equipment and network providers, utilities and nonprofit organizations.

The stakeholders of the PEVC convene, collaborate and communicate on emerging market trends and work to address challenges and enable strong market growth.

During the last six years, the PEVC developed numerous programs to raise awareness of the benefits of driving electric; we have produced informative tool kits for condo, apartment and workplace charging installation; sponsored public ride-and-drives across California; twice convened Drive the Dream with Governor Jerry Brown and Fortune 100 executives to announce new and substantial corporate investment in electric driving incentives; in November we highlighted the *quarter-million* electric car sale in California—a new milestone.

No California group of stakeholders is more dedicated to electric car awareness than the Collaborative membership. In keeping with our mission, this year our members took the big, bold step to launch a new independent nonprofit 501(c)(3) corporation to engage, educate and empower people from all walks of life in the electric car revolution. It's called Veloz. Veloz means fast and we are moving quickly to implement a brand-neutral public awareness campaign.

Veloz will be the first public (multi-stakeholder) outreach campaign to mobilize mainstream consumers in the movement for electric cars.

Veloz will reach out to all Californians—urban, suburban and rural communities. We will engage community leaders in authentic localized campaigns that speak to the needs and values of diverse Californians.

We know that this movement cannot exist solely for the privileged few.



As you take on the task of how to most effectively reach all California drivers with an exciting electric car message think about this:

There's a new way to drive. A better way to drive. A faster, brilliantly engineered, turn-more-heads way to drive. Nothing brings more to every mile than driving electric, and Veloz will spread the word at a scale never seen before. We will meet consumers where they are, and inspire them to join the electric car revolution.

I ask Volkswagen to join with us, because when we work together, the whole world will discover a better way to drive.

Thank you.

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