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**FOR IMMEDIATE RELEASE**

**Automotive Industry Welcomes Governor Michelle Lujan Grisham’s Commitment to EV Success; Cites Needed Measures for State to Meet EV Ambitions**

*Significant work ahead for all stakeholders in New Mexico to achieve ambitious goals*

**WASHINGTON, D.C. – April 29, 2021 –** In a [letter](https://www.autosinnovate.org/resources/downloads-for-press/Ext.%20Comm.%20-%20Letter%20-%202021%20-%20Gov%20Letter%20re%202035%20ZEV%20-%20New%20Mexico.pdf) to Governor Michelle Lujan Grisham, the [Alliance for Automotive Innovation](http://www.autosinnovate.org/) (Auto Innovators) praised New Mexico’s commitment to provide the necessary conditions to successfully build a strong, sustainable market for zero emission vehicles (ZEVs), and outlined key measures needed for New Mexico to achieve the ambitious goals.

“State actions to implement programs and policies that support and encourage electric vehicle (EV) buyers are critically important, and we appreciate New Mexico’s commitment to do its part in providing the necessary conditions for success,” said John Bozzella, president and CEO of the Alliance for Automotive Innovation. “We appreciate that Governor Michelle Lujan Grisham recognizes that true transformation requires more than just automakers; it requires multiple stakeholders working together. Reaching a 100 percent zero emission vehicle (ZEV) market by 2035 would require the state to address numerous hurdles, including infrastructure, vehicle costs and convenience, and consumer awareness. There are many important complementary measures needed for success, and we appreciate the Governor’s commitment to action. We look forward to working with Governor Michelle Lujan Grisham and her staff.”

The letter encompassed a robust set of factors, recommendations, and data points to consider. In 2020, ZEVs comprised 1.03% of new vehicles sales in the state. To reach 100 percent ZEV sales by 2035 New Mexico will require significant transformation:

* Registered ZEVs will need to climb to more than 523,000 in 2035, a 13,431% increase from today,
* Charging outlets will need to increase by nearly 21,187% within the next 14 years to reach a modest ratio of one charging outlet per ten EVs, and
* Charging outlets will need to increase by 38,604% within the next 14 years to be in line with the California infrastructure assessment ratio of 5.5 EVs to a charger port.

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**About the Alliance for Automotive Innovation**

Formed in 2020, the Alliance for Automotive Innovation is the singular, authoritative and respected voice of the automotive industry. Focused on creating a safe and transformative path for sustainable industry growth, the Alliance for Automotive Innovation represents the manufacturers producing nearly 99 percent of cars and light trucks sold in the U.S. The newly established organization, a combination of Global Automakers and Alliance of Automobile Manufacturers, will be directly involved in regulatory and policy matters impacting the light-duty vehicle market across the country. Members include U.S. operations of international motor vehicle manufacturers, original equipment suppliers, technology and other automotive-related companies and trade associations. The Alliance for Automotive Innovation is headquartered in Washington, DC, with offices in Detroit, MI and Sacramento, CA. For more information, visit our website <http://www.autosinnovate.org>.

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