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Global Automakers Supports Massachusetts Efforts to Develop Robust ZEV Market

WASHINGTON, DC, APRIL 2, 2015 – The Association of Global Automakers (Global Automakers) applauds Massachusetts Secretary of Executive Office of Energy and Environmental Affairs Matthew Beaton's [announcement](#) today that additional funds have been allocated to the Massachusetts Offers Rebates for Electric Vehicles (MOR-EV) program.

"While ZEV sales face many challenges, vehicle rebates have proven to be one of many impactful incentives to get car shoppers interested in environmentally friendly vehicles. This is a win for the ZEV program and for Massachusetts consumers," said [John Bozzella](#), president and CEO of Global Automakers.

Since June 2014, the MOR-EV program has played an important role in putting over 700 battery electric and plug-in hybrid electric vehicles on the road. The availability of a cash incentive, like the \$2,500 rebate from the MOR-EV program, has been cited by consumers as one of the main considerations in the purchase of a ZEV.

Massachusetts is part of an eight-state partnership of northeast states, Oregon and California that have jointly agreed to take actions leading to a cumulative 3.3 million ZEVs on the road in the eight signatory states by 2025. These states also are working on their own action plans to address unique market challenges to the sale of ZEVs, such as consumer preferences, incentives, codes and standards, fueling/charging infrastructure, weather and topography.

"Getting the marketplace ready to support ZEVs is a shared responsibility and automakers are already making huge investments in developing the technologies," said Bozzella. "Global Automakers is pleased to support the additional funds for the MOR-EV program and looks forward to continuing the dialogue about how to encourage consumers to buy ZEV vehicles through various state incentives."

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The Association of Global Automakers represents international motor vehicle manufacturers, original equipment suppliers, and other automotive-related trade associations. We work with industry leaders, legislators, and regulators to create the kind of public policy that improves vehicle safety, encourages technological innovation, and protects our planet. Our goal is to foster a competitive environment in which more vehicles are designed and built to enhance Americans' quality of life. For more information, visit www.globalautomakers.org.