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Zero Emission Vehicle Action Plan is Important Step Toward Market Readiness Global Automakers Praise MOU states for Taking Role in Supporting ZEV Technology

WASHINGTON, DC, MAY 29, 2014 – Global Automakers applauds the Governors of eight states¹ who today released a Regional Action Plan focused on building a market for zero emission vehicles (ZEVs).

“We have a long road ahead to arrive at the Governors’ ambitious goal to sell 3.3 million ZEVs by 2025,” said John Bozzella, President and CEO of Global Automakers. “Everyone has a role to play in building a robust market for battery electric and hydrogen-powered cars, and we are pleased that the Regional Action Plan recognizes the states’ role in this process.”

The Regional Action Plan is only the first step for the states in meeting their commitments under the October 2013 [Memorandum of Understanding](#). 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.

“Automakers are committed to the success of ZEV technology and have invested billions of dollars in the development and deployment of these vehicles,” said Bozzella. “However, consumers are ultimately in the driver’s seat. So preparing the market by addressing challenges and assessing state’s progress is critical to meeting the ultimate goal of increased consumer acceptance of ZEVs.”

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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.

¹ The eight states are California, Connecticut, Maryland, Massachusetts, New York, Oregon, Rhode Island, and Vermont