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## **Electrify America Receives Approval for Its First \$200 Million Investment in California Zero Emissions Vehicle Infrastructure and Education**

*The approved plan covers the first of four investment cycles that will bring a total of \$800 million in ZEV projects to the state over the next ten years*

Reston, Virginia (July 28, 2017) – Electrify America’s plan to invest its first \$200 million in California Zero Emissions Vehicle infrastructure and education programs was approved by the California Air Resources Board (CARB) on Thursday, July 27. The approval greenlights the company’s plans to build ZEV charging infrastructure in metro areas and along highways in California, create brand-neutral ZEV education and outreach programs, and launch a “Green City” initiative in Sacramento that is focused on increasing access to ZEV technology.

The [Cycle 1 Investment Plan](#) and [Supplement](#) approved by CARB covers an initial investment of \$200 million that will be used for projects across California during the next thirty months. It is the first of four investment cycles that will bring a total of \$800 million in ZEV projects to the state over the next 10 years.

“Electrify America is pleased that CARB has approved the Cycle 1 ZEV Investment Plan,” said Mark McNabb, CEO of Electrify America. “We have a talented team on board that is looking forward to implementing the plan, which will further the state’s goal of increasing ZEV adoption by introducing new education initiatives and bringing reliable, convenient, brand-neutral electric vehicle charging infrastructure to locations across the state.”

Electrify America anticipates that more than 35 percent of the initial \$200 million investment will be in or serve disadvantaged, low-income and underserved communities. The Cycle 1 Plan investments include:

- **More than 350 community electric vehicle (EV) charging stations** in multi-family housing, workplace, commercial/retail and community locations and municipal lots/garages in six selected metropolitan areas—(1) Los Angeles-Long Beach-Anaheim, (2) Sacramento-Roseville-Arden Arcade, (3) San Diego-Carlsbad-San Marcos, (4) San Francisco-Oakland-Hayward, (5) San Jose-Sunnyvale-Santa Clara, and (6) Fresno.
- **A statewide, \$75 million network of highway fast-charging stations** that will serve all of California’s ZEV drivers and will include technology that will enable drivers of future fast-charge capable electric vehicles (EV) to recharge a 200 mile EV in as little as 15 to 30 minutes.

- **A \$20 million ZEV brand-neutral education and outreach campaign**, including \$2-\$3 million specifically dedicated to disadvantaged and low-income communities, that will focus on broadly educating the public on the benefits of ZEVs (performance, acceleration, quietness, comfort, and the overall enjoyment of the ride) and address barriers to adoption (range anxiety, “golf cart” misperception, and charger availability).
- **A \$44 million Green City initiative in Sacramento** that will provide access to ZEVs to those who do not own, or cannot afford to own ZEVs. Sacramento has already initiated a car-sharing service that serves low-income communities as a result of a CARB grant, and Electrify America intends to build on that work with its investment.

Electrify America also plans to take the following steps to increase access to the highway network for those from low-income and disadvantaged communities:

- **Improve access for used cars:** Electrify America will explore agreements with ZEV manufacturers to provide access to Electrify America’s charging network as part of the cost of purchasing or leasing a new ZEV. The company will study whether such agreements could extend to pre-owned ZEVs, which low- and moderate-income Californians are more likely to purchase or lease.
- **Complement California programs:** To complement California’s existing ZEV programs, such as those under the Charge Ahead California Initiative that help low- and moderate-income Californians to scrap their old vehicle and replace it with a battery electric vehicle, Electrify America will work with CARB and other stakeholders to study ways to facilitate easy access to its ZEV investments among program participants.

Electrify America was established as part of Volkswagen’s Court-approved settlement involving 2.0L TDI diesel vehicles in the United States. The California ZEV Investment Plan was developed following a comprehensive outreach and public comment period. Electrify America submitted its [Cycle 1 California ZEV Investment Plan](#) to CARB on March 8. On June 29, Electrify America submitted a [Supplement to the Cycle 1 California ZEV Investment Plan](#), which provided additional information and incorporating feedback from stakeholders.

### **About Electrify America**

Electrify America, which is headquartered in Reston, Virginia, will invest \$2 billion over the next 10 years in Zero Emission Vehicle (ZEV) infrastructure and awareness. The investment will enable millions of Americans to discover the benefits of electric driving and support the build-out of a nationwide network of workplace, community and highway chargers that are convenient and reliable. Electrify America is a wholly owned subsidiary of Volkswagen Group of America, Inc. For more information and to view the National and California ZEV Investment Plans, visit [www.electrifyamerica.com](http://www.electrifyamerica.com).