



FOR IMMEDIATE RELEASE

Jonathan Field

Smart Energy Consumer Collaborative

404-348-8015

jonathan.field@smartenergycc.org

New Toolkit Aims to Help Consumers Understand Electric Vehicles

Smart Energy Consumer Collaborative offers resources for energy providers to utilize for consumer education

ATLANTA – March 7, 2019 – The [Smart Energy Consumer Collaborative](#) (SECC) today announced the release of its Electric Vehicles Toolkit, a collection of educational resources that energy providers can utilize to educate their customers on the coming wave of electric vehicles (EVs).

In 2018, electric vehicle sales grew 81 percent over 2017 to reach more than 360,000 EV sales, compared with under 20,000 in total EV sales in 2011. At the same time, leading automakers, including Audi, GM and Ford, have announced a flurry of new EV models for the years ahead, leading many analysts to forecast that electric vehicles sales will experience even higher growth rates in the coming years.

Yet despite these trends, [several studies](#) have found that Americans generally lack awareness and understanding regarding electric vehicles and their benefits. To address this consumer education gap, SECC’s new Electric Vehicles Toolkit provides multiple resources with objective, research-backed information on purchasing, operating and maintaining an EV.

The [toolkit](#) includes:

- An in-depth, eight-page guide for consumers that want a deep dive into EVs
- An engaging, colorful infographic that provides a brief, but informative overview
- A three-minute, YouTube-ready animated video narrated by Professor Energy
- An array of social media graphics showcasing important statistics on EVs

“Electric vehicles will make a major impact on transportation in the years ahead,” said Patty Durand, President & CEO, SECC. “By utilizing research-backed resources, like those included in SECC’s new toolkit, energy providers can serve as a trusted resource for consumers navigating the EV changes and can provide guidance on the potential benefits EVs offer.”

The resources in the Electric Vehicles Toolkit are available for [download](#) and on request, as well as on SECC's [consumer-facing website](#). While the toolkit resources are available to the public, only SECC members have access to the library of social media images. If a member of the media would like these images, please contact jonathan.field@smartenergycc.org.

To learn more about SECC and recent smart energy news, visit www.smartenergycc.org, follow [@seconsumer](#) or read [our blog here](#).