

NOVEMBER 17, 2020

Today, 28 businesses—which employ hundreds of thousands of workers across all 50 states—launched the Zero Emission Transportation Association (ZETA), a new organization advocating for national policies that will enable 100% electric vehicle sales throughout the light-, medium-, and heavy-duty sectors by 2030.

ZETA is the first industry coalition of its kind calling for an accelerated transition to electric vehicles (EVs), which will create hundreds of thousands of new jobs, secure American global EV manufacturing leadership, dramatically improve public health and significantly reduce carbon pollution.

“For the first time in a generation, transportation is the leading emitter of U.S. carbon emissions. By embracing EVs, federal policymakers can help drive innovation, create hundreds of thousands of new jobs and improve air quality and public health,” said Joe Britton, Executive Director of ZETA. “ZETA’s formation recognizes a pivotal moment for national leadership and reflects the will of the growing clean transportation sector.”

“The next decade will be critical in implementing federal policies that accelerate the transition to zero emissions vehicles and help address these problems head-on. The clean vehicle sector already boasts hundreds of thousands of jobs but, if we encourage its growth, the United States can decisively win the global race to develop a new clean transportation economy and employ hundreds of thousands of Americans right here at home.”

Specifically, ZETA is calling for five key policy pillars that can, in aggregate, put America on the pathway to full EV adoption by 2030:

1. **Outcome-driven consumer EV incentives.** Point-of-sale consumer incentives drive adoption, provide cost reductions and achieve real results in pushing transportation electrification. In addition, incentivizing early retirements while encouraging EV adoption will speed the transition and meet the urgency of the moment.
2. **Emissions / performance standards enabling full electrification by 2030.** Emission targets are a key piece of protecting public health and sending the correct market signals to support and accelerate the transition to zero emission transportation.
3. **Infrastructure investments.** Strong federal charging infrastructure investments will drive the electric transportation transition and ensure that the United States is leading the way in a clean recovery where everyone is better off.
4. **Domestic manufacturing.** We should not only accelerate U.S. transportation electrification, but also work to ensure that we secure domestic economic growth and leadership in EV manufacturing. Federal policies must encourage job creation and economic activity across the entire EV supply chain and lifecycle, from critical materials to vehicles.
5. **Federal leadership and cooperation with sub-national entities.** Federal support should invest in research and development, provide an aligned vision for electrification, and ensure local leaders are empowered with the expertise and resources to support full vehicle electrification.

The ZETA Education Fund, an affiliated group focused on educating the public on the environmental and social benefits and opportunities associated with broad EV adoption, will launch concurrently.

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FOUNDING MEMBERS

- › ABB
- › Albemarle Corporation
- › Arrival
- › ChargePoint
- › ConEdison
- › Copper Development Association, Inc.
- › Duke Energy
- › Edison International
- › Enel X
- › EVBox
- › EVgo
- › Ioneer
- › Li-Cycle
- › Lordstown Motors
- › Lucid Motors
- › Piedmont Lithium
- › PG&E Corporation
- › Proterra
- › Redwood Materials
- › Rivian
- › Siemens
- › Southern Company
- › SRP
- › Tesla
- › Vistra
- › Volta
- › Uber
- › WAVE