

WHY DRIVE ELECTRIC?

The United States imports nearly half of our refined petroleum, costing more than **\$1 BILLION** daily. Reducing our dependence on foreign oil saves money and strengthens our national security.

EVs BENEFIT THE COUNTRY



THE TYPICAL AMERICAN FAMILY SPENT A RECORD

\$4,155

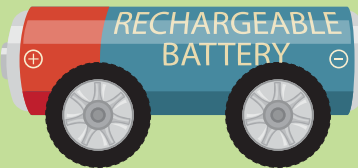
FILLING UP IN 2011

* 2011 AVERAGE: \$3.53/GALLON

Source: Oil Price Information Service

OUR DEPENDENCE ON FOREIGN OIL HAS COST THE U.S. MORE THAN **\$5 TRILLION** SINCE THE 1970s

Source: Oak Ridge National Laboratory



BATTERY INDUSTRY MAY GROW TO **\$100 BILLION** ANNUALLY BY 2030, AND THE U.S. IS POISED TO BE THE GLOBAL LEADER

Source: Bloomberg New Energy Finance

CONSUMERS SAVE NOW



CONSUMERS CAN SAVE UP TO **\$200** A MONTH IN FUEL COSTS

Source: www.fueleconomy.gov

PLUS QUALIFY FOR A

\$7,500

TAX INCENTIVE

EVs ARE MORE COST-EFFECTIVE TO DRIVE



ELECTRICITY COSTS 2-3¢ A MILE



GASOLINE COSTS 15-16¢ A MILE

Source: www.goelectricdrive.com

COST TO DRIVE 25 MILES*

GAS-POWERED CAR	\$4.55
TOYOTA PRIUS HYBRID	\$1.96
CHEVY VOLT	\$1.08
NISSAN LEAF	\$1.02
FORD FOCUS PLUG-IN	\$0.96
MITSUBISHI MI-EV	\$0.90

* ON AVERAGE

Source: www.fueleconomy.gov

EVs CHARGE ON DOMESTIC FUEL

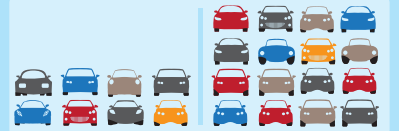
CHARGE!



DO IT AT HOME OR AT ONE OF MORE THAN **9,600 LOCATIONS** NATIONWIDE

Source: U.S. Department of Energy

IN THEIR FIRST 2 YEARS, ELECTRIC VEHICLES HAD AN ADOPTION RATE **TWICE** THAT OF HYBRIDS



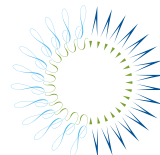
1999-2000
9,367
HYBRIDS
SOLD

2009-2010
18,000
EVs AND PLUG-IN
HYBRID EVs SOLD

Source: Bloomberg New Energy Finance

EVs HAVE THE POWER TO:

- REDUCE OIL DEPENDENCY
- CUT FUEL COSTS
- BOOST THE U.S. ECONOMY



THE
PEW
CHARITABLE TRUSTS

www.PewTrusts.org/CleanEnergy