THERE'S A NEW WAY TO DRIVE.
Veloz

- New nonprofit organization
- California-based
- Founded by industry veterans to bring public and private sectors together to advance the electric car market
- Expand the electric car movement
Philosophy

There’s a new way to drive.
A better way to drive.
A faster, brilliantly-engineered, turn-more-heads, way to drive.
This is not the environmentalist’s way to drive, or the cutting gas costs way to drive – though it is those too.

This is everyone’s way to drive.
Everyone who wants the daily commute to feel more like the daily joyride. Everyone who puts pedal to metal for sheer exhilaration. Every driver, every rider and every visionary to follow the road ahead, no matter how well traveled.

Our cars are more than just a way to get from here to there. They represent us. Our style. Our values. Our experience. And nothing brings more to every mile than driving electric.

This is a revolution. A revolution for better driving. It won’t be a revolution forever. There will be a day when driving electric is the only way to drive.

Until that day, lead the charge.
The Vision

Work with global automakers, fortune 500 companies, grant-making foundations, government agencies, charging network providers, utilities, advocacy groups, community organizations to educate, engage and empower Californians to drive electric.
Goals

• Rapidly increase electric car sales in California through a large-scale outreach, awareness and experiential campaign
• Meet consumers where they are
• Inspire consumers to join the electric car revolution
• Develop key metrics to ensure success
Why electric cars matter.

- Health
- Cleaner fuel source
- Jobs
- Increased Efficiency
- Convenience

A better way to drive.
Megatrends

- Renewables
- China
- Makes/models
- Sales
- Infrastructure
- 3 Revolutions (autonomy, shared, electric)
Sales Trend

- 286,432 CA sales
- 645,794 USA sales
- 4,345 CA charging stations
- 56 CA models available
The Opportunity.

We need people thinking, talking, testing, and *driving* electric cars.

“60% of drivers are unaware of electric cars

80% of drivers have never ridden in or driven one

71% of ride-and-drive participants expressed interest in purchasing an electric car after a test drive”
Thank you

Josh D. Boone
josh.boone@veloz.org
916.752.8510