Changing the meaning of gasoline

Matthew Metz, Coltura
What’s the matter with the car on the left?

From $16,975

From $36,620
Stigma
<table>
<thead>
<tr>
<th>Cigarettes</th>
<th>Gasoline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kills thousands</td>
<td>✔️</td>
</tr>
<tr>
<td>Fouls the air and causes lung problems in kids</td>
<td>✔️</td>
</tr>
<tr>
<td>Anti-social act</td>
<td>✔️</td>
</tr>
<tr>
<td>Enriches bad guys</td>
<td>✔️</td>
</tr>
<tr>
<td>Planet Destroying</td>
<td>✔️</td>
</tr>
<tr>
<td>War Causing</td>
<td>✔️</td>
</tr>
</tbody>
</table>
The People v. Gasoline
Gas Car Phase-out Legislation
No Gasoline Coalition

- Envil Orgs
- Green Finance
- Art/Culture Community
- EV Assns.
- EV, Charging, Battery Cos.
- Big Tech
- Student Groups
- Local govts
- Electrician Unions
- Religious Orgs
- Utilities
- Health/Disease Orgs
- Dem Party Orgs
- Envil Justice Orgs
Public Fleet Electrification
The Verdict

GUILTY AS CHARGED
PERCEPTION IS EVERYTHING
Matthew Metz
Founder and Co-Executive Director
Coltura
www.coltura.org
mnm@coltura.org
206-445-7628