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New York Auto Show: Electric vehicles take center stage as owners speak to their benefits

Generation180-hosted live events gained the attention of hundreds of auto show attendees during Earth Day weekend

Charlottesville, VA—[Generation180](https://www.generation180.org), a clean energy nonprofit, recently participated in the New York International Auto Show where they introduced hundreds of potential electric vehicle owners to the benefits of electric transportation.

Generation180 hosted a series of “Ask An EV Owner” events at the auto show and a podcast recording featuring a live audience and stand-up comics, where more than 700 attendees signed Generation180’s [“Going Electric Pledge”](#) to make their next car electric. In each of the seven “Ask an EV Owner” consumer panels, attendees heard first-hand from actual EV owners about the benefits of driving electric cars.

Now with over 12,000 signatories, the pledge demonstrates the widespread interest in electric cars and the collective impact individuals can have to scale climate solutions like electric transportation.

Panelists were owners of a variety of electric vehicles and answered questions from audience members about common EV myths, including range anxiety and reliability in cold and wet weather. The events coincided with Drive Electric Earth Day, an offshoot of National Drive Electric Week, an annual event educating attendees about EV ownership and helping accelerate transportation electrification.

EVs commanded the spotlight at the first in-person New York Auto Show after two years of pandemic-related cancellations. Nearly every participating automaker had an EV or plug-in hybrid on display. Since EVs have zero tailpipe emissions, for the first time ever, the auto show hosted an indoor track for test-rides as part of the show’s 250,000-square-foot EV display.

Despite growing interest in EVs, electric cars account for only a 3 percent market share in the US.

“We need to accelerate widespread EV adoption to meet climate goals,” said Stuart Gardner, Electrify Your Ride program director with Generation180. The transportation sector is the largest emitter of greenhouse gas emissions, and light duty vehicles, like personal cars and trucks, account for nearly 60% of that.

“Electric vehicles are becoming more popular because they are fun to drive, save money, and are better for the environment. There are over 50 different models of EVs, and more coming to market, with options priced comparably to gas-powered cars,” said Gardner. “Electric vehicles are also an essential part of our country’s transition to clean energy,” he added.

Social contagion is known to influence people’s behavior on things like solar and EVs. In fact, [word of mouth](#) has the biggest impact on what vehicle people buy. That’s why Generation180 is tapping its network of EV owners to act as ambassadors at EV owner events and in their communities.

“I’ll be honest, at first, I was worried about charging. But making the switch to electric has been the best decision I’ve ever made, and I’ve never run out of charge. Sometimes it just requires a little planning. Plus, it feels really good to be driving in a zero-emissions vehicle every single day,” said ambassador Leo Lam during one of the panels.

"Generation180's Ask an EV Owner events provided a new twist to the auto show experience for attendees, having everyday owners share their stories of driving electric. The panel addressed many of the common misconceptions about EV ownership and enhanced our Electric Vehicle Test Track Experience this year," said Mark Schienberg, president of the New York International Auto Show.

Reporters may download photos from the event using this [link](#). Please indicate “Courtesy of Generation180.”

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About Generation180

Generation180 is a national nonprofit working to inspire and equip people to take action on clean energy in their homes, schools, and communities. Instead of the doom and gloom of a warming planet, Generation180 is focused on the unparalleled opportunity for a cleaner, healthier, and more equitable clean energy future. Learn more at www.generation180.org.

About Electrify Your Ride

Generation180’s national [Electrify Your Ride](#) (EYR) campaign is accelerating the transition to electric vehicles by building awareness about EVs, transforming EV owners into advocates, and breaking down barriers to make EVs more accessible. With EVs having only about a 3 percent market share, a lot of work remains to get to 100% clean transportation.

More about our Electrify Your Ride program:

- **Online Event Series** educates individuals about the benefits of EVs and inspires the “EV curious” to pledge to make their next car electric.
- **EYR Ambassadors Program** equips EV owners and enthusiasts with resources and training they can use to support others in their communities to go electric.

- **EYR@Work Program** helps businesses act more sustainably by supporting their employees and customers transition to driving electric; and
- **EYR Advocacy** produces original research and mobilizes our advocates to help educate policymakers and the public about the need for equitable transportation policies.

Visit our website to learn more and join 12,000 Americans who have pledged to make their next car electric: <https://generation180.org/pathways/electrify-your-ride/>.

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