



MAKE IT  
PERSONAL



## Top Actions I Can Take for a Healthy Planet: **ELECTRIFY MY VEHICLE**

The future of cars is already here.

Electric vehicle (EV) sales have grown by an average of 50% a year since 2011.<sup>1</sup> The cost of EV batteries fell 87% in dollars per kilowatt from 2010 to 2019.<sup>2</sup> EV-friendly infrastructure continues to improve, and technology and policy are making the electric car lifestyle even more accessible.

A [Consumer Reports](#) study found that in the long run, an EV is more budget-friendly than you think. EVs have lower maintenance and upkeep costs than traditional gasoline-powered vehicles. Because EVs have fewer moving parts than internal combustion engines and don't require oil changes, the costs of EV maintenance alone are about half of the average gas-powered car. EV owners also spend about 60% less fueling their car.

**The lifetime cost of owning an EV is about \$6–10K less than owning a gas-powered vehicle—even without subsidies or tax breaks.<sup>3</sup>**

In most parts of the U.S., cars are a necessary part of life. According to the latest Gallup study, [over 80% of Americans](#) rely on a car to get to work every day.<sup>4</sup> But if just 10% more Americans who are already in the market for a car each year were to select an EV, it would save an estimated 65 million metric tons of climate-warming fossil fuel emissions per year.<sup>5</sup> That's [the equivalent](#) of 860,000 tanker trucks of gasoline.<sup>6</sup>

Electric vehicles will help us reduce our dependence on foreign oil, help us breathe cleaner air, and transport us into the 2030 lifestyle we'll all soon live.



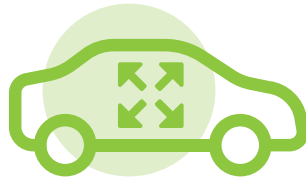
For over 40 years and in 60+ countries, Rare has led over 450 behavior change campaigns to inspire and empower millions of people to adopt new behaviors and better protect the natural resources that sustain us. As part of our "Make It Personal" campaign, we identified 7 key behaviors that offer the most potential for climate impact if adopted by individual Americans. The goal of Rare's Make it Personal campaign is to encourage 10% of Americans to adopt at least 1 of these 7 actions. **If we all do our part, we can reduce the greenhouse gas emissions responsible for climate change.**

# KEY BENEFITS



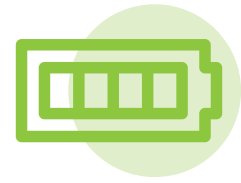
## Financial Savings

With no belts, fluids, or transmission parts to maintain, electric car owners **save about \$4,600 on maintenance** alone over the life of a vehicle. And with an equivalent of a [100+MPG](#) car, an EV, on average, can [save you](#) about **\$800-\$1300 per year on fuel.** <sup>7</sup>



## Gain Space

With no gas tank and no transmission, electric vehicles have space to use for storage. EVs typically offer more storage space than same-sized gas-powered vehicles.



## Start with a Full Tank

With overnight charging at home or charging stations at work, your day to day driving is covered. And, when you are on road trips charging stations along the highways are more prevalent and easy to find than ever.

# TIPS & IDEAS

## Find the right EV for you

The Sierra Club has an easy-to-use [online tool](#) to help you pick the right type of electric or hybrid vehicle that suits your lifestyle.

## Learn about the financial incentives

Laws and incentives vary by state, but here's a [central resource](#) to figure what rebates, tax breaks, and other incentives you might qualify for as an EV owner.

## Plan your EV route

If you're planning a road trip and worried about where to charge, many EVs have their own technology or apps to help you locate charging stations. Additionally, there are third-party apps like [Plugshare](#) that make it easy.

## Make It Personal CHALLENGE

Take an EV for a test drive! Even better: make it social! Grab a friend or family member and head to your [nearest dealer](#) that offers EVs and take a spin!

Share the results of your challenges with us on social media:

  @Rare\_org | #EVTestDrive

Visit [rare.org/MakeItPersonal](https://rare.org/MakeItPersonal) for more information.

1. <https://afdc.energy.gov/data/10567> (accessed November 6, 2020)
2. Henze, V., 2019. Battery Pack Prices Fall As Market Ramps Up With Market Average At \$156/kWh In 2019. BloombergNEF.
3. Harto, C., 2020. Electric Vehicle Ownership Costs: Today's Electric Vehicles Offer Big Savings for Consumers. Consumer Reports.
4. <https://news.gallup.com/poll/241805/commuters-work-without-cars-past.aspx> (accessed November 6, 2020)
5. Rare and California Environmental Associates, 2019. Changing Behaviors to Reduce U.S. Emissions: Seven Pathways to Achieve Climate Impact. Arlington, VA: Rare.
6. <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator> (accessed November 6, 2020)
7. Harto, C., 2020. Electric Vehicle Ownership Costs: Today's Electric Vehicles Offer Big Savings for Consumers. Consumer Reports.