

Ride and Drives Getting behind the wheel of an electric vehicle

Drive Electric Northern Colorado (DENC) is a first-of-its-kind, community-wide initiative designed to achieve widespread deployment of plug-in electric vehicles (PEVs) in the Northern Colorado region. Through innovative public-private partnerships and strong community participation DENC will create a comprehensive electric vehicle ecosystem to promote widespread PEV ownership for individuals, families, businesses, and commercial vehicle fleets in Northern Colorado. DENC has formed partnerships with the City of Fort Collins, the City of Loveland, and Colorado State University to facilitate the transformation of Northern Colorado into an Electric Vehicle deployment community.

The Case for Electrification

America's dependence on oil is putting the environment, economy, and national security at risk. Transportation accounts for 70 percent of the oil we consume in the United States, and oil provides more than 90 percent of the fuel for our vehicles. Using electricity to power our vehicles offers a low-cost, convenient and clean alternative to the oil that is available today. Automakers like GM, Ford, Nissan, Honda, Mitsubishi, and BMW already offer electric passenger vehicles, and dozens of additional models are expected to debut in the coming months and years.

A number of companies have started using electric cars and trucks to meet their fleet needs. Companies like FedEx Express, UPS, Frito-Lay, Coca-Cola Refreshments, Staples and even local companies like Morning Fresh Dairy, New Belgium Brewery, Chippers Lanes, and The Maids have transitioned some of the vehicles to plug-in electric vehicles.

The Purpose of a 'Ride and Drive'

Completing a test drive doubles consumer consideration of a PEV purchase. Similarly, consumer awareness of PEV ecosystem more than doubles consideration for a PEV purchase. Have you wondered if a plug-in electric vehicle would be a good choice for your driving needs? Are you curious about how these vehicles work? Do you wonder if it will have enough pick up or be fast enough (spoiler alert – it will!)? These are all common questions and many can be answered through the experience of driving a plug-in electric vehicle.

Drive Electric Northern Colorado will organize a ride-and-drive event for your company where employees will be engaged and have the opportunity to get behind the wheel of some of the latest available plug-in electric vehicle models, experience the incredible performance, and learn about this transformative technology. In addition to the test drive, Drive Electric Northern Colorado will deliver a five to ten minute presentation on how plug-in electric vehicles can save money, curb harmful tailpipe emissions, and reduce oil consumption.

If you are interested in this opportunity for you and your employees to sit behind the wheel and put your foot on the pedal, please feel free to contact DENC.

Ben Prochazka
303.717.3657
Info@Driveelectricnortherncolorado.org
DriveElectricNoCo.org
Electrificationcoalition.org

