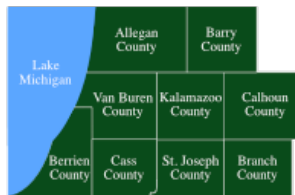


# FOR IMMEDIATE RELEASE

News from Sierra Club Southwest Michigan Group  
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## National Drive Electric Week

Coming to a town near you September 9-17

KALAMAZOO, MI (August 14, 2017) — Three local Southwest Michigan communities are celebrating National Drive Electric Week with events to heighten awareness of the benefits and widespread availability of all-electric and plug-in hybrid-electric cars, trucks and motorcycles. Local owners will be on site offering rides in their vehicles ranging from the small Nissan Leafs and Mitsubishi i-MiEVs to the notable Teslas. They will share their experiences with the convenience, low expense and ease of driving an electric car and will speak to the benefits electric cars offer to the economy and environment. Multiple charging stations are available nearby and electric car owners are invited to join in the fun at this family friendly event.

**National Drive Electric Week will be in Kalamazoo on:**

**Wednesday, September 13**

**5:00 PM to 7:00 PM**

**Western Michigan University physical plant parking lot**

**425 Stadium Drive, next to Waldo Stadium**

There will be two additional opportunities to test ride an electric car: Saturday, September 9<sup>th</sup>, an event will be held from 11-2 PM in the Hastings Library Parking Lot and on Monday, September 11<sup>th</sup>, an event will be held from 5-7 PM in the South Haven Library Parking Lot.

Rebecca Brown, a Kalamazoo resident and new owner of a 2015 Nissan Leaf has this to say about her car: "I used to look at every gas station I drove by to see the latest price of a gallon of gas. Perhaps that was due to the never-ending rise and fall of pricing between different stations. Now I laugh at that needless worry when I drive by gas stations. I haven't thought about gas prices in months."

A new report released by M.J. Bradley & Associates, and commissioned by ChargeUp Midwest, found that increasing electrical vehicles (EVs) adoption in the state could save Michigan drivers and electricity customers billions of dollars over the next three decades. The report also found there is significant potential for EV growth in Michigan. The study includes both "moderate" and "high" adoption scenarios for EV growth in the state. Key findings for the cumulative financial benefits from mainstream EV adoption in Michigan include:

- Reduced electricity bills for utility customers are \$800 million (moderate) and \$2.6 billion (high) by 2050.
- Savings from ownership of an EV compared to a gasoline vehicle are \$6.3 billion (moderate) and \$23.1 billion (high) by 2050.
- Societal benefits from reduced pollution are \$1.5 billion (moderate) and \$5.7 billion (high) by 2050.

Sierra Club is a national co-sponsor of Drive Electric Week. The Southwest Michigan events are co-sponsored by Sierra Club Southwest Michigan Group and Kalamazoo Electric Vehicle Association.

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Links for more information:

- <https://driveelectricweek.org/event.php?eventid=1073>
- [https://swmgsierra.org/calendar-of-events/?cid=mc-6bea5a7e02f8f5e2945b6f6b1bbf9266&mc\\_id=290](https://swmgsierra.org/calendar-of-events/?cid=mc-6bea5a7e02f8f5e2945b6f6b1bbf9266&mc_id=290)
- <https://www.facebook.com/KalamazooEVA/>
- <https://swmgsierra.org>

Photos available upon request.

*The Sierra Club's Southwest Michigan Group, a member of the Michigan Chapter, serves the nine counties in Michigan's southwest corner. The Sierra Club is the nation's oldest, largest, and most effective grassroots environmental organization, with more than three million members and supporters. Our mission is to explore, enjoy, and **protect** the planet.*