

The three-pronged approach to conquering transportation electrification.

When it comes to EVs in 2022, we know:

- OEMs are ramping up.
- Incentives still drive consumer activity.
- Consumer attitudes matter.
- Charging-range anxiety is real.

To connect with consumers in 2022, you must:



Introduce infrastructure to your communities.

Empowering businesses to apply for infrastructure installations in your community not only shows consumers there are charging stations nearby, but it also gives businesses an opportunity to tell their corporate social responsibility story, increase sustainability and recruit valuable employees.



Educate and celebrate EV consumers.

Many Americans don't know about electric vehicles' capabilities, benefits, style or just how fun they are to drive. Put more eyes on EVs by taking time to explain what an electric vehicle is, the incentives available and the value it will add to a consumer's lifestyle.



Bring EVs to your employees.

Employees are one of the best ambassadors you have for any program. Creating authentic advocacy within your employee base through EV incentives and adaptation will attract more consumers.

[Learn more about 2022 utility must-dos.](#)

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