

Beat: Automobiles

## **NEW MANDATE TURNS CALIFORNIA INTO LARGEST US MARKET FOR ZERO EMISSION VEHICLES**

### **EXPANSION OF CHARGING INFRASTRUCTURE**

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**USPA NEWS** - California is on the verge of becoming the largest market for zero emission vehicles (ZEVs) in the United States, steered by the state's increasingly stringent ZEV mandate. The directive lends a holistic perspective to the adoption of ZEVs, chalking out a plan for raising consumer awareness,...

California is on the verge of becoming the largest market for zero emission vehicles (ZEVs) in the United States, steered by the state's increasingly stringent ZEV mandate. The directive lends a holistic perspective to the adoption of ZEVs, chalking out a plan for raising consumer awareness building required infrastructure, and offering special permissions such as lane and parking access.

New analysis from Frost & Sullivan, 'Strategic Analysis of California Zero Emission Vehicle Mandate' "Going Forward with Lessons from the Past", finds that as of January 2015, California accounted for 40 % of ZEVs in the United States. The next set of ZEV requirements will take effect in 2017, through 2025. As a result, ZEV sale units that stood at close to 60,000 units in 2014 are expected to grow to 1.4 million units by 2025.

Reducing upfront purchase costs and expanding non-monetary incentives will widen the potential customer base for ZEVs. A statewide government parking policy providing parking benefits at state-owned properties and buildings is already encouraging ZEV sales. Access to transparent and informative purchase processes and high-occupancy vehicle lanes will turn consumer sentiment positive.

Although the uptake of ZEVs has increased since the ZEV action plan in 2013, much remains to be done particularly in the infrastructure domain. Stakeholders must set up connected corridors with an adequate number of fast-charging stations to boost sales.

Source : Frost & Sullivan

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)