



**There's a new way to drive.
A better way to drive. A faster,
brilliantly-engineered, turn-
more-heads, way to drive.**

**Introducing Veloz.
Leading the Electric Car Revolution.**

We are a new nonprofit organization, founded by industry veterans to bring public and private sectors together and advance the electric car movement. Our members include global automakers, Fortune 500 companies, grant-making foundations, government agencies, charging network providers, utilities and community organizations.

VELOZ

To achieve 1.5 million electric cars on California roads, it takes power.

- Power in numbers
- Power in our leaders
- Power in new technology
- Power in the revolution for a better drive.

THIS IS THE POWER OF VELOZ.

Why Veloz?

Veloz means fast. Fast like an electric car. Fast like how the world is changing. And fast, like the pace at which we must make a significant shift to a new and better way to drive.

Our mission is simple: engage, educate and empower drivers on the benefits of electric cars, and give them firsthand experience of the exhilaration behind the wheel. But achieving that mission takes work.

Veloz will power the electric car revolution with an innovative message. A message that is less instruction and more excitement. A message that can be shared through traditional, digital and experiential campaigns. A message that is both a rallying cry and a call to action—and a message that has never existed at this scale before.

The Path to 1.5 Million and More

While the name, organization and mission are new, Veloz is driven by seasoned veterans who know the people, partnerships and action it takes to get more electric cars on the road.

Veloz builds on the successes of the California Plug-In Electric Vehicle (PEV) Collaborative, where electric car sales more than doubled from 100,000 in 2014 to 250,000 in 2016. With strong leadership by PEV Collaborative members and pioneers—including Commissioner Janea Scott of the California Energy Commission and Air Resources Board Chair Mary Nichols—Veloz is engaging the right partner organizations to effectively reach our goals.

Together, we'll lead the way—first toward the governor's ambitious goal of 1.5 million electric cars on California roads by 2025, and ultimately to a future where every car is electric.

Electric Cars for Everyone

For any movement to succeed, it must include everyone. With manufacturers rolling out ever-more affordable options, and a strong market emerging for pre-owned models, electric cars are poised to become the car of choice for drivers at every income level, in every community. But people won't buy what they don't know exists—and that's where Veloz comes in.

Word of mouth goes a long way. To start the conversation, we need leaders who can explain the benefits that matter—a great driving experience, no more gas payments, cleaner air—and we need leaders who the people trust. We need the kind of leaders ready to see their communities grow and thrive.

We Need Leaders Like You

Veloz provides a rare opportunity to join a visionary and influential group of leaders who are driving California's first mass market electric car awareness campaign. There are many ways you can take part: serve on our board, make a significant financial contribution, provide an advisory role or become a member. Your participation will receive national and global recognition.

When we work together, the world will discover a better way to drive.

Join us.

VELOZ.ORG

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