Transportation pollution threatens human health, our economy and the planet, demanding a fast transition to zero-emission vehicles. The global multi-trillion dollar zero-emission vehicle market will deliver benefits for all.

**Vision**

The future of transportation is electric for all.

**Mission**

Veloz is a unique public-private nonprofit driving toward 100% zero-emission vehicles through strategic communications, unprecedented collaborations and purposeful convening.

**Strategy**

Veloz is uniquely able to execute high-leverage opportunities to overcome the three most common barriers to zero-emission vehicle adoption:

- Consumer Awareness
- Upfront Cost
- Zero-Emission Vehicle Infrastructure

**Programs**

- **Strategic Communications**
  Educate and influence consumers and decision makers with bold campaigns and thought leadership efforts.

- **Unprecedented Collaborations**
  Engage existing and new members to act as an incubator of smart solutions, including pilot projects and partnerships that advance collective success.

- **Purposeful Convening**
  Create opportunities for education, engagement and collaboration among existing and potential members and the public.

**Mid-term Outcomes**

- Accelerated public demand for zero-emission transportation
- Improved zero-emission market and policy conditions
- Ubiquitous and reliable charging and hydrogen refueling
- Increased zero-emission fleet in the movement of goods
- Cleaner economy
- Member success

**Long-term Impact**

- Cleaner air, better human health, cleaner economy and reduced greenhouse gas emissions
- 100% electrification of transportation sector