



**DRIVING
FORCE**

AMERICANS OPPOSE EV MANDATES AND GAS CAR BANS – AN OBJECT LESSON FOR OUR NATION’S LEADERS

Virginia’s election cycle, and the public outcry over EV mandates, shows policies that limit choice and pick winners and losers in our auto market is a losing issue in 2024 and beyond.

In the recent 2023 election cycle several high-profile issues motivated Virginia voters. But one issue that was flying under the radar for many in the Commonwealth was the implications of the Virginia Clean Cars Law. Passed expeditiously in 2021, the law requires that roughly 35% of new vehicles sold in the state must be fully electric beginning in January 2024, and then ramping up to 100% all-electric by 2035. Also known as an internal combustion engine (ICE) ban, California regulators originally developed this policy and it was later adopted by Virginia.

The Specialty Equipment Market Association (SEMA) – a trade association that represents a diverse group of manufacturers, distributors, retailers, publishing companies, auto restorers, street-rod builders, restylers, car clubs, race teams and more – knew someone needed to take charge and educate voters on how this election was the perfect time to hold Virginia lawmakers accountable on a law that was rushed through a partisan legislative process. Internal polling conducted in December 2022 showed high unawareness of this issue. Eighty-one (81) percent of Virginia voters had heard little or nothing at all about the ban. The same poll showed that once voters learned of the ban, 62% of voters opposed it.

Ultimately, our campaign to educate voters significantly elevated the issue of the EV mandate ahead of election day. We saw a tremendous groundswell of opposition to this policy – from both thought leaders and the public – showcasing that Americans want the freedom to choose what they drive.

And now, the [federal government](#) also wants to force two-thirds of new cars and a quarter of trucks to be electric vehicles (EVs) by 2032. Given the public outcry by Virginia voters, the Biden Administration should take this as a lesson that Americans are not in favor of government mandates forcing the phase out gas-powered vehicles. A separate poll commissioned by SEMA in April 2023 showed that 67% of voters nationally opposed California’s ban on gas-powered cars and trucks.



Our Approach: Education & Awareness

About two months ahead of the Virginia election, we launched “Driving Force Action” – a platform dedicated to informing Virginians about this problematic California policy being implemented in the Commonwealth next year. We made sure voters knew the facts about a policy that many of these elected officials stood behind, including the increased strain on the electric grid, the elimination of consumer choice, a higher reliance on foreign adversaries for critical minerals needed for EVs, and generally higher costs for consumers.



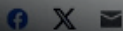
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Nearly half of California residents are considering leaving the state, a poll finds. Many cite the cost of living as the main reason why.

Itzel Luna USA TODAY

Published 5:46 a.m. ET June 28, 2023 | Updated 10:12 p.m. ET June 29, 2023



California's 2035 ban on new gas-powered cars set to apply to Virginia

A 2021 state law linked Virginia vehicle emissions standards to California as part of efforts to combat climate change

BY: SARAH VOGELSONG - AUGUST 26, 2022 12:03 PM

those same exact standards?

Our Approach: Education & Awareness

Virginia thought leaders from across the spectrum saw our message and agreed: we need to hold elected officials accountable for advocating for an EV-only policy while giving no consideration to their affordability or technological readiness.



The Virginian-Pilot

July 15, 2023

Transition to electric vehicles strands rural areas

by Susan Seward, Sussex County Board of Supervisors Vice Chair



THE
VIRGINIA GAZETTE

October 28, 2023

It's time to put the brakes on Virginia's EV mandate

by Mike Watson, former Virginia Delegate



Richmond Times-Dispatch

October 24, 2023

Want to help Virginia consumers? Reverse course on electric vehicle mandate

by James Gilmore, *Former Virginia Governor*


Former Virginia Governor George Allen took to X in the final days asking voters to keep this issue top of mind when heading to the polls.

 **George Allen**
@georgeallenva 6,867 Followers


Virginians have the ability to reverse some of the most costly policies of the Northam administration when they go to the polls on Tuesday, Nov. 7. One important opportunity: voting for Senate and Delegate candidates who will repeal the terrible 2021 electric vehicle mandate.

11:46 AM · Nov 2, 2023 · 14.8K Views


13 52 246 1

 **George Allen** @georgeallenva · Nov 2
2) This mandate was passed by the Democratic-controlled General Assembly. The people of Virginia and the Dept. of Planning & Budget were intentionally boxed out of the review process; the reg was rushed across the finish line very late in 2021 before Gov. Youngkin was sworn in.


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 **George Allen** @georgeallenva · Nov 2
3) This EV mandate was pushed through amid the remote COVID legislative session without any real scrutiny, thereby denying Virginians the opportunity to comment on the bill.


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 **George Allen** @georgeallenva · Nov 2
4) I believe in personal LIBERTY & RESPONSIBILITY; including the car YOU CHOOSE to drive. This dictate limits choice in a free market & is prohibitively expensive. EVs cost roughly \$10K more than gas-powered vehicles. Many people across VA can't afford this costly new mandate.


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 **George Allen** @georgeallenva · Nov 2
5) This arrogant govt EV mandate requires Virginia to import California-concocted regulations for transportation. We will be forced to comply with an oblivious, REGRESSIVE requirement that starts in 2024, VA's auto dealers will be forced to sell a mandated percentage of EVs.


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 **George Allen** @georgeallenva · Nov 2
6) This elitist gov't mandate kicks in next year! Based on California's diktat, Virginia will need to more than double its EV sales from less than 8% last year to 22% for Model Year 2025 vehicles. Eventually gas-powered car sales would be completely banned in Virginia by 2035.


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 **George Allen** @georgeallenva · Nov 2
7) The EV mandate will cause electric companies to further increase their already too high-rising rates, imperil the reliability our electric grid, & inevitably harm VA's competitiveness w neighboring Tenn, KY, WV, & NC who have much lower Residential & Industrial rates than Va.


1 1 6 207

 **George Allen** @georgeallenva · Nov 2
8) Much of the charging infrastructure required to sustain EVs is not in place in Virginia, which will render the rapid influx of EVs totally unfeasible for our diverse Commonwealth, especially for people & small business owners in rural AND suburban Virginia.

1 1 6 211

 **George Allen** @georgeallenva · Nov 2
9) This EV mandate increases VA & USA reliance on China since rare & critical minerals required to manufacture EVs are predominantly processed in China. Why would Virginia impose a DELETERIOUS policy that forces us to rely on business with an adversary and growing security threat?

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 **George Allen** @georgeallenva · Nov 2
10) Virginians must take control of our own destiny, choosing on Tuesday, Nov. 7 to vote FOR Senate & Delegate candidates who trust FREE people & free market enterprise and who will repeal the Democrats' disastrous, regressive & impractical EV mandate. It should be top-of-mind!

2 8 414

Driving Force Action conducted a short IVR poll in mid-October to test awareness of Virginia's attachment to California's law to ban the sale of new gas-powered cars, following six weeks of education in the four senate district races DFA targeted. There was a significant increase in awareness with only 16% of Republican and 12% of Independent voters unaware of the issue. This poll also showed that a majority of Republican and Independent voters would support a candidate if they supported the repeal of Virginia's ICE-ban law.

Voters acknowledged that prioritizing the green agenda of California's unelected bureaucrats and a select few politicians over the jobs and livelihoods of millions who use cars every day was not something we should pursue.

Richmond Times-Dispatch

October 26, 2023

Letter: EVs Could Strain Roads and Power Grid

by Hans Bader, Arlington-based Attorney

Post-election analysis of DFA’s digital campaign analytics showed that the campaign reached and engaged more equitably across all age demographics, something rarely seen in today’s policy environment. The campaign garnered over 13.5 million impressions across four major social networks in just a short, eight-week period.

Lessons Learned

Our campaign mobilized constituencies of all types and emphasized the need for our nation’s leaders to reverse track on government mandates that remove your right to decide what kind of car you drive.

One key race that was clearly influenced in this cycle was District 24, where candidate Sheriff Danny Diggs overtook the incumbent Senator Monty Mason, a staunch supporter of the ICE ban policy and the deciding vote to block the repeal of Virginia’s ICE ban law. Other notable shifts were in District 17 where Emily Brewer defeated Clinton Jenkins, and District 27 where Tara Durant upset Joel Griffin; the candidates who won committed to repeal the EV mandate. SEMA’s “Driving Force Action” campaign was heavily active in educating voters about the EV mandate in these districts.

THE WALL STREET JOURNAL.

Glenn Youngkin’s Plan to Save Gas Cars

Voters in the Virginia elections will decide if the GOP can repeal an EV mandate dictated by California.

By The Editorial Board

Updated Oct. 18, 2023 7:15 pm ET

“...the House of Delegates passed a repeal bill, but Democratic state Sen. Monty Mason blocked it from getting out of his committee. At the moment Democrats hold a narrow majority in the Senate, and Mr. Mason is running for re-election in a competitive district...”

Of note, two of these districts were considered toss-up or lean Democrat districts: District 17 (Brewer) favored Democrats by three points, and District 24 (Diggs) showed no party advantage in the electorate going into the election season.

There is an important lesson for the Biden administration and the Environmental Protection Agency (EPA) as they consider a similar federal ICE ban. Clearly, segments of the country are not in favor of a mandate that phases out gas-powered cars.

Our plan is to continue to keep pressure on our elected members on both sides of the aisle and urge them to reevaluate California’s gas car ban in various states and nationally.