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Charging Towards Change: El Paso Electric Launches First-Ever Electric Vehicle Community Initiative through Virtual Event

Official Event for National Drive Electric Week 2020 by Plug-In America

EL PASO, Texas – El Paso Electric (EPE) continues its trailblazing trend of promoting and advocating for the safe, clean and sustainable form of transportation with plug-in hybrids and electric vehicles (EV). Today, as part of National Drive Electric Week 2020, EPE hosted a virtual event, *Charging Towards Change*, to launch its newest initiative, the EV Community where EV car owners can connect with cool, up-to-date information and resources all found within EPE’s service territory.

“As the interest for EVs continues to grow, our efforts are relentless as we continue to do our part in connecting customers to useful resources and information on EVs and how this is a viable transportation option for families and commuters,” expresses EPE CEO Kelly A. Tomblin. “EVs continue to evolve and get better so the creation of EPE’s EV Community will serve as a useful tool for our customers to stay connected with EV trends.”

Charging Towards Change EV Virtual Launch Event began with welcoming remarks from EPE’s new CEO Kelly A. Tomblin where she shared her insight on the electric utility industry’s evolution with this form of transportation and her personal passion for it as an EV car owner herself. From a drive-through history on EVs, an EV insider’s panel discussion that imparted personal knowledges with different types of EVs, and a side-by-side comparison between hybrids and full EVs, participants heard first-hand the experiences of owning a plug-in vehicle.

EPE’s virtual launch event also highlighted the Company’s efforts to electrify its fleet of vehicles with plug-in hybrids and EVs as well as battery-powered buckets for bucket-trucks.

“EPE has an established record of growth and evolution to help meet customer needs in our region, and EVs are no exception to the Company’s mission,” expressed EPE Vice President of Renewable Development Richard Turner. “As the trend for EVs is expected to continue growing across the county, EPE is pleased to launch an initiative that will serve as a resource to EV car owners and a way to debunk perceptions of this safe and sustainable form of transportation.”

EPE customers interested in joining the *EV Community* must reside in EPE’s service territory and own or lease a battery-electric or plug-in hybrid vehicle. As members of this community, drivers will receive exclusive perks and access to content that is curated by EV enthusiasts such as exclusive insights, special newsletters, and will be invited to take part in virtual events – all for free. To learn more, visit www.epelectric.com/ev.

About National Drive Electric Week 2020

In its 10th year, National Drive Electric Week (NDEW), Sep 26-Oct 4, 2020, is a nationwide celebration to raise awareness of the many benefits of all-electric and plug-in hybrid cars, trucks, motorcycles, and more. Each year, NDEW includes hundreds of events in communities across the United States and around the world, adding online events for the first time this year.

About El Paso Electric

El Paso Electric is a regional electric utility providing generation, transmission and distribution service to approximately 437,000 retail and wholesale customers in a 10,000 square-mile area of the Rio Grande valley in west Texas and southern New Mexico.

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