



Media Contact:

Javier C. Camacho

Public Relations Specialist

El Paso Electric Company

C: 915.487.4753

javier.camacho@epelectric.com

FOR IMMEDIATE RELEASE: May 5, 2022

El Paso Electric Launches Region’s First EV Online Shopping Tool for Customers
New online electric vehicle resource available in English and Spanish

EL PASO, Texas – Anyone looking for a new car can now take advantage of a brand new online shopping tool that will help them make the most out of finding a new set of wheels while saving money both at the time of purchase and in the long run. El Paso Electric (EPE) officially launches the EV Online Shopping Tool, an easy-to-use, free, bilingual online listing of new electric vehicles (EVs) accessed by visiting epelectric.com/ev.

The launch of EPE’s EV Online Shopping Tool is the newest piece to the Utility’s overall continued efforts to bring progressive, innovative technologies, resources, and services to the Paso del Norte region. The English-Spanish online platform will be the first of its kind offered in the southwest region. While this new tool is set to offer EPE customers greater optionality when it comes to personal transportation needs, this will also serve to help achieve the Utility’s environmental and sustainability goals.

“Transportation and its impact on our society is powerful, which is why we are devoting resources to take full advantage of this opportunity to offer our customers cleaner, affordable options while improving the quality of life for the community we serve,” says EPE Vice President of Sustainability and Energy Solutions Jessica Christianson.

EPE’s EV Online Shopping Tool will provide customers with comprehensive resources to support and enhance their current EV ownership, and to help first-time EV buyers get behind the wheel of a new EV with minimal cost and maximum confidence. The online tool is located on the region’s first EV-dedicated website, completely devoted to all things EV including charging infrastructure, which was recently updated with more resources and bilingual educational videos.

“Our EV Online Shopping Tool will help educate customers on the benefits of EVs while immediately connecting them to the vehicle that meets their needs. This tool will enable customers to discover available EV models, compare vehicles to each other and learn about available incentives” states EPE Supervisor of Electrification Angie Rodriguez.

EPE’s selected partner to launch the online tool, ZappyRide shares: We are proud to partner with El Paso Electric, who are trying to make the transition to electric vehicles easier for customers. It’s great to work closely with partners who share a vision for EVs and how they can benefit the future of our planet.

About ZappyRide

ZappyRide is an EV data company which builds white-label websites and tools for OEMs, utilities, and other greentech stakeholders to promote their thought leadership in the electrification of consumer and fleet vehicles. Their products include a consumer and commercial EV catalog, commercial fleet planning tools, an incentive application assistant for EV charging equipment, and several APIs covering data on nationwide incentives, charging equipment, vehicles and their specs, electricity sources and their emissions.

About El Paso Electric

El Paso Electric is a regional electric utility providing generation, transmission and distribution service to approximately 450,000 retail and wholesale customers in a 10,000-square mile area of the Rio Grande valley in west Texas and southern New Mexico.

###

