



FOR IMMEDIATE RELEASE

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Generation180 Launches “10,000 EV Rides” Campaign to Drive Electric Vehicle Awareness and Adoption

Charlottesville, VA and San Diego, CA — Generation180 is proud to announce the launch of its “10,000 EV Rides” campaign to accelerate electric vehicle (EV) adoption nationwide. Through the campaign, EV owners and Generation180 Ambassadors will inspire friends, neighbors, and colleagues by offering them a firsthand experience in an EV, increasing EV consideration, and encouraging clean energy transportation choices.

With the support of our key partner the Electric Vehicle Association, this campaign sets an ambitious goal: encouraging electric car and truck owners and enthusiasts to offer **10,000 rides** to individuals unfamiliar with EV technology. Studies show riding in an EV makes someone up to three times more likely to consider purchasing one. While there is a general awareness around EVs, the goal of the campaign is to increase consideration by improving familiarity with the benefits of EV ownership.

“We believe that creating personal connections through EV experiences is one of the most powerful tools for driving adoption,” said **Stuart Gardner, Executive Director of Generation180**. “This campaign is about building a cleaner future and embracing innovation by inspiring consideration and confidence in electric vehicles. Once you drive an EV, you won’t go back to gas.”

Key Features of the Campaign Include:

- **EV Owner Engagement:** Mobilizing Generation180 EV Ambassadors to give rides to friends, family, and colleagues, building community while sharing knowledge.
- **Rideshare and Rental Pathways:** Not an EV owner? Ask a friend who is for a ride, order your next ride share in an EV, or rent an EV for a day or on your next road trip.
- **Storytelling and Social Media:** Collecting and showcasing user-generated content (photos and quotes) to amplify the campaign's reach and inspire others.
- **Incentives for Participation:** Offering rewards for user engagement, including the chance to win prizes for sharing their experiences.

- **Campaign Website:** EV drivers and EV curious can connect, share their stories, and learn more about the campaign.

“Personal experience is one of the most powerful drivers of EV adoption,” said **Elaine Borseth, President of the [Electric Vehicle Association](#)**. “By enabling thousands of individuals to ride in an EV, we’re creating lasting impressions and breaking down barriers to clean transportation.”

Why Now?

According to [Generation180's research](#), the more people are exposed to EVs, the more positively they view them. The "10,000 EV Rides" campaign is designed to harness this momentum, empowering everyday EV owners and leveraging strategic partnerships to make electric transportation accessible and relatable.

[Be Part of the Movement](#)

Generation180 invites funders, organizations, and community members, and EV owners nationwide, to join in this transformative effort. Together, we can make electric vehicles accessible to all and reduce harmful tailpipe pollution through sustainable innovation.

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About Generation180

[Generation180](#) is a national nonprofit organization working to inspire and equip people to take action on clean energy in their homes, schools, and communities. Instead of the doom and gloom of a warming planet, Generation180 is focused on the unparalleled opportunity for a cleaner, healthier, and more equitable clean energy future.

About Electric Vehicle Association

The Electric Vehicle Association is North America’s largest nonprofit network of volunteers working to accelerate the adoption of electric vehicles. We have nearly 100 chapters and thousands of members who educate their communities about the economic, environmental and health benefits of driving electric cars and trucks. [Contact the EVA team](#)

Join Us in Electrifying Transportation!

To learn more about the campaign, become an EV Ambassador, or share your ride story, visit: <https://generation180.org/electrify-your-life/10krides/>