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FOR IMMEDIATE RELEASE

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Generation180 Announces Winner of Electric Ford F-150 Lightning National Sweepstakes

Plymouth, Minnesota winner and more than 100,000 others pledged to make their next car electric

Charlottesville, VA — Generation180's National Going Electric Pledge Sweepstakes concludes with the announcement that Plymouth, Minnesota resident Marcus M. is the proud owner of a new Electric Ford F-150 Lightning truck. ([See video of Marcus picking up the truck](#)). Marcus is one of more than 100,000 Americans to sign Generation180's Pledge to make their next car, truck, or SUV electric.

Generation180, a national clean energy non-profit, organized the sweepstakes as part of its ongoing [National Going Electric Pledge](#) to encourage individuals across the country to commit to making their next car electric and help accelerate America's commitment to and awareness of electric vehicles.

"We want to inspire Americans across the country to ['say yes' to making their next car, truck, or SUV electric](#) – whether new or used – and we had a great response," said Stuart Gardner, Electrify Your Life Program Director at Generation180. "We've even heard from a number of the 100,000 pledge signers that they've already followed through and switched to an EV this year. This reflects what we're already seeing across the country – electric vehicles are in demand and a smart choice."

"You take it out and it goes zero to 60 in four seconds flat," said Marcus M., Electric Ford F-150 Lightning National Sweepstakes winner and retired software executive. "I signed Generation180's going electric pledge because I have kids and I have grandchildren, and I want to leave the planet in a better place." As a big fan of the outdoors, Marcus says he looks forward to using the truck for kayaking, paddleboarding, cross-country skiing, and biking.

Generation180 kicked-off the National Going Electric Pledge Sweepstakes in May 2023 with promotional partners EVHybridNoire, GreenLatinos, Veloz, Virginia Clean Cities, and Drive Electric USA, a cohort of Clean Cities Coalitions. Reverb also helped concertgoers sign the Pledge at the Dave Matthews Band Summer Tour

as part of their Eco-Village, highlighted in a [White House announcement](#) of private and public sector investments for affordable electric vehicles earlier this year.

“It is becoming easier than ever before to enjoy the benefits of clean energy in your home and community,” said Wendy Philleo, Executive Director of Generation180. “Millions of Americans are choosing to power their lives with clean, renewable energy – starting with the car they drive.”

While over 14 million new vehicles were sold in the U.S. last year, [only about 6%](#) were electric. There is general awareness of electric vehicles, but purchase consideration and intent to buy remain a challenge. In addition to launching the Pledge Sweepstakes to address that barrier, Generation180 is also working to [transform current EV owners into advocates](#) and overcome rejection barriers to make EVs more accessible nationwide.

Electric Vehicle Stats:

- [Minnesota is one of 18 states](#) that has adopted California’s Advanced Clean Cars standards, as well as Low Emission Vehicle Standards, and has [about 41,000 fully electric](#) or plug-in hybrid EVs registered in the state as of July 2023.
- Transportation pollution accounts for the largest source of climate-harming emissions in the U.S. Switching to an EV can [lower emissions by over 70%](#).
- 44% have seen an EV in their neighborhood in the past month, according to a [Consumer Reports survey](#).
- Starting January 1, 2024 – many new EV buyers will see a point-of-sale rebate for \$7,500 before they drive off the lot. [New federal tax credit guidance](#) and [clean energy legislation](#) provides thousands of dollars in tax rebates for new and used EVs.
- \$5 billion is committed to building a [national EV charging network](#) in all 50 U.S. states to provide increased charging access.
- Even in states where the electricity grid is powered predominantly by coal, [EVs are still the cleaner option](#).

The Pledge is a signature component of Generation180’s national [Electrify Your Life](#) campaign. Thanks to new benefits in the landmark clean energy law, the [Inflation Reduction Act](#) (IRA), more Americans can take high-impact actions to go solar, electrify their homes and vehicles, and save on energy costs. Learn more at [generation180.org/electrify-your-life](#).

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About Generation180

[Generation180](#) is a national nonprofit working to inspire and equip people to take action on clean energy in their homes and communities. Momentum for clean energy and climate action is at a high point and growing, putting

us on the verge of a cultural shift away from fossil fuels toward a cleaner, healthier, more equitable future for everyone. Generation180 works to accelerate this shift by providing individuals with clear pathways to action and popularizing a new narrative of agency and hope.