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New tool helps consumers compare electric, traditional vehicles

Clean air benefits, fuel savings customized by zip code

Consumers seeking information about plug-in electric and hybrid vehicles now have a new vehicle purchase guidance tool created by Argonne National Laboratory as a part of an innovative Midwest clean vehicle program.

The consumer tool, called EVolution: Choices for a Smarter Purchase, is designed to help car buyers make informed decisions when purchasing a new vehicle. The tool starts with consumers' purchase considerations such as purchase price and compares the monetary and environmental benefits of various passenger electric drive vehicles and equivalent conventionally fueled models.

"The new guidance tool helps consumers compare the cost of owning different electric drive powertrain technologies, as well as the environmental impact of these vehicles," said Yan Zhou, principal environmental transportation analyst for Argonne National Laboratory. "By entering your zip code, your results are customized to show local fuel and electricity prices, vehicle purchase price accounting for incentives, charging availability and commute time to determine cost of ownership.

"The climate where you reside, based on the entered zip code, and your commute time help the tool factor how often you need to charge each type of plug-in electric vehicle," Zhou said.

"A map showing public chargers by location and type is also provided to assess your potential charging availabilities. At the end of the six steps, you will know the differences in costs, emissions and petroleum consumption between the various types of vehicles you are considering. There is an electric drive powertrain to fit anyone's driving needs."

The EVolution Website (<http://evolution.es.anl.gov>) connects to the Alternative Fuels Data Center, FuelEconomy.gov, U.S. Energy Information Administration Websites and others in one convenient platform to provide the most current information about electric drive and conventional powertrain types, public charging locations and available incentives.

Argonne National Laboratory designed the research tool as a part of the seven-state [Midwest EVOLVE](#) project. Midwest EVOLVE (Electric Vehicle Opportunities: Learning, eVents, Experience) is a partnership between the American Lung Association and eight Clean Cities coalitions throughout the Midwest, including Wisconsin Clean Cities, to educate consumers about the clean-air and performance advantages of plug-in electric and hybrid vehicles.

Midwest EVOLVE launched in early 2017 with more than 60 partners, including automakers, utilities, state agencies, municipalities, dealerships and dealer associations.

Wisconsin Clean Cities will debut The Electric Room at the 2018 Greater Milwaukee Auto Show, representing the first all-electric vehicle display in the show's history, in partnership with Midwest EVOLVE.

The Electric Room, staffed by Wisconsin Clean Cities and coalition volunteers, will feature the latest in electric and hybrid vehicles and charging stations. Attendees will have the opportunity to explore the latest models and technologies and learn about the many economic, environmental and respiratory health benefits of electric and hybrid vehicles as well as how they contribute to our nation's energy security.

Among the vehicles planned for display in The Electric Room are the Honda Clarity, the BMW i3, the Hyundai Ioniq and the Nissan LEAF. AeroVironment and ClipperCreek will also be on hand with electric vehicle charging station displays.

Electric vehicle owners and enthusiasts are invited to a plug-in electric vehicle owner's event from 6 p.m. to 8 p.m. March 1 in The Electric Room. Jukka Kukkonen of the Minnesota PEV Owners' Circle will serve as tour facilitator for plug-in electric vehicle owners who gather to share experiences and learn about the latest technologies. Kukkonen will lead attendees on tours of the plug-in electric vehicles on display in The Electric Room and throughout the Auto Show. Admission is free but pre-registration is required. Pre-registration is available online at <http://conta.cc/2nPz3B3> or by contacting Courtney Long at (414) 221-4487 or courtney.long@wicleancities.org.

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About Wisconsin Clean Cities

Wisconsin Clean Cities (WCC) is a nonprofit coalition focused on promoting cleaner energy for transportation in Wisconsin. WCC is one of nearly 100 coalitions across the country affiliated with the U.S. Department of Energy's Clean Cities program, which brings together stakeholders to increase the use of sustainable transportation options and improve air quality. WCC

concentrates its efforts on educating businesses and municipalities throughout Wisconsin.
Learn more at www.wicleancities.org.