

Members Guide

2022 - 2023



DRIVE
ELECTRIC



Who we are



Drive Electric champions electric vehicle uptake and the decarbonisation of New Zealand's transport sector.

We engage with government, media, industry and individuals to continually promote the benefits of making e-mobility mainstream.

Our board, member network and research partners are at the forefront of the electric vehicle movement. We are proud to instigate change and impart expertise in the key conversations bringing New Zealand closer to a fully electric future.



E-mobility is better for the environment

Fossil-fuel reliant transport is one of the biggest contributors to greenhouse gas emissions and the acceleration of climate change. Transitioning to an EV cuts individuals' CO2 emissions by 80%. EVs have a significantly lower environmental impact - from manufacture to operational life to disposal - than fossil-fuel transport.



Electric vehicles make sense in the New Zealand context

Decarbonised transport is crucial in helping NZ meet its emissions reduction obligations. Given that 83% of our electricity (and counting) comes from renewable sources, an EV charged in New Zealand is responsible for even less emissions than in many countries run on 'dirtier' grids. Increased e-mobility uptake would mean we spend less on fossil fuels and become more energy independent. EVs are more consistent with our 'clean green' image globally and enable us to present ourselves as a forward-thinking nation. Our charging infrastructure is rapidly improving and consumer incentives are making EVs more accessible and practical in New Zealand than ever.

Why transition to electric?



e-mobility is better for health

Electric vehicles generate significantly less chemical and physical pollutants. More electric transport means quieter, cleaner cities and a healthier population.



Electric vehicles reduce costs in the long-term

The cost of charging an EV in NZ is equivalent to paying just 24-40c/litre of petrol. There are less maintenance costs associated with electric vehicles and they are steadily becoming cheaper to buy up front as battery technology improves and competition increases.

Drive Electric by the numbers



66

Member businesses

20+

Ministers & MPs engaged in 12 months

4

Governmental submissions in 12 months

32

Vehicle brands

15

Energy and infrastructure

14

Fleet and finance

5

B2B and consumer

940

Daily website views

#1

Organic ranking on Google search for "electric vehicles NZ"

10

Board members with key positions of influence in transport, infrastructure and sustainability

5,241

Monthly EDM subscribers

5

Drive Electric events in 12 months

New Zealand by the numbers

30,505

Electric vehicles on our roads (August 2021)

90%

Increase in EV registrations in 2 years

\$8,625

Rebate for purchasers of new EVs

300+

Publically available EV chargers nationwide

\$0

Road User Charges for electric vehicles

\$3,450

Rebate for purchasers of used EVs

What we do



Engagement with government

We regularly meet with and advise key political figures and decision-makers within the transport sector, file advisory submissions on e-mobility related legislation and participate in government-led policy development groups.

Engagement with business

Most of our members are leaders in New Zealand business. We provide much-needed guidance on transitioning business fleets to electric, and our agenda is informed by the input and concerns of the businesses we represent.

Engagement with media

We have become a recognised voice of authority regarding electric vehicle policy and the benefits of e-mobility for business and individuals. We are often consulted by NZ news publications, radio and TV.

Engagement with the public

We regularly use social media to provide information and stimulate discussion. Our social platforms exist to promote and engage with our members while also reaching the wider public to change their perceptions of electric transport.

Industry-leading research

Through whitepapers compiled by scientists and other experts we aim to distribute accurate information about EVs, their benefits and the issues around nation-wide implementation.

Our Board

Our board members represent most elements of NZ business and industry, offering their various expert insights and influence to facilitate change in the transport sector.

Drive Electric in the media

We regularly engage with the media to provide informed opinions on industry developments and to amplify the voices of the EV movement. We have become a respected authority on transport policy and a trusted source of information on the benefits of electric vehicles.

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Drive Electric: New Zealand Is Now On The Map For EV Manufacturers

EV WHITE PAPER STARTS CHARGING CONVERSATION

MORE THAN 30,000 ELECTRIC CARS NOW REGISTERED IN NZ

Aotearoa could become a right hand-drive dumping ground for dirty cars, lobby group warns

Rebate scheme announced for buyers of new and used electric and hybrid vehicles

How the Gov't's switch to buying EVs could make them cheaper for all of us

Lobby group wants 250,000 EVs on road in five years

Ford NZ joins Drive Electric

DRIVE ELECTRIC EXPANDS BOARD TO PROMOTE EVS



Why become a Drive Electric member?



Expert insight into the future of e-mobility

Your membership facilitates access to crucial information about electric vehicles. Our events, regular digital communication, in-depth research papers and network of key e-mobility industry figures all ensure that our members become informed electric transport advocates and become integral to a better future for transport in New Zealand.

Opportunity to participate in key discussions

Drive Electric facilitates and influences key legislative and industry discussions through events, submissions, lobbying activities and positions on advisory committees such as the recently established EV sector leadership group. Members are able to contribute their expertise and views to the decision-making processes of government and corporate policy as well as individual New Zealanders.

PR and promotion opportunities

Transitioning your fleet to electric vehicles positions you as an industry leader and role model. Involvement with Drive Electric promotes your company as a forward-thinking change maker, and provides avenues for engagement with media and followers of our digital platforms.

Access to crucial advice and insights

We provide invaluable support and in-depth knowledge to aid the transition of your fleet to electric. Our membership network also share information and work together to help advance the future of e-mobility.

Fleet



Banking and professional services



Hudson Gavin Martin



Energy



Charging and infrastructure



Consumer and B2B



MANTIS DIGITAL



Government



EV Retailers



Auto Distributors NZ

Vehicle Manufacturers



Our members

Our members represent the full spectrum of the e-mobility ecosystem. By supporting Drive Electric, these companies position themselves at the forefront of meaningful change for a sustainable transport future in New Zealand.

Essential member benefits



Drive Electric has three tiers of membership.

- **Essential:** Basic membership for individuals and SMEs.
- **Corporate:** Extended support for large businesses looking to play bigger roles in the transport future of NZ.
- **Premium:** For businesses looking to fully maximise all commercial benefits of working alongside Drive Electric.

All membership categories include the following Essential Member benefits. Additional Corporate and Premium membership features are indicated on pages 10-11.



Social media

Access to informal members forums: LinkedIn and Facebook. On these platforms we share industry updates with our own insights and press releases.



Digital

- CPC and banner advertising at member rates on the Drive Electric website. *(from February 2022)*
- Feature on the 'Our Members' web page.
- Access to exclusive webinars covering key issues facing the e-mobility industry.
- Participation in member surveys to inform our ongoing advocacy strategy.



Membership directory

Feature in our membership directory, and 'trusted partner' listing on our full EV industry database, positioning you as a key figure in the e-mobility movement.



Drive Electric events

2 complimentary event passes per year and opportunities to connect with other members for support and information.



Policy advice

Members have opportunities to provide input into our submissions and discussions with government on e-mobility policy.

Corporate and premium member benefits

Our offering

Corporate

Premium

SOCIAL MEDIA AND PRESS

Social media mentions



Social media collaborations



Support member press releases on strategic topics



DIGITAL

Discounts on advertising on Drive Electric website



Higher member status features on the 'Our Members' web page



Membership status listing on our EV industry database and membership directory



Input into Drive Electric webinar topics



Opportunity to host webinars



Input into monthly EDM



Input into member survey content and in-depth insights



Introductory profile in 'Meet the Fleet' section of website and EDM, plus monthly logo feature in EDM



Some offerings launching February 2022, resources permitting.

Corporate and premium member benefits continued

Our offering

Corporate

Premium

RELATIONSHIPS

Meeting with our Member Relationship Coordinator to discuss your goals and concerns within the EV industry



Annual Drive Electric board meeting invitation



WHITEPAPERS

Input into Drive Electric whitepaper content



Input into whitepaper topics



Representation at whitepaper launch events



EVENTS

Annual complimentary Drive Electric event passes



Invitation to the Chairman's annual VIP dinner



Product launch partnerships



Opportunity to host Drive Electric events



ELECTRIC VEHICLE POLICY

Opportunity to provide input and insight into our submissions and discussions with government



Opportunity to accompany Drive Electric representatives to ministerial meetings regarding e-mobility



Some offerings launching February 2022, resources permitting.

Membership pricing

Essential

\$500 / year

Corporate

\$5,000 / year

Premium

\$25,000 / year



Prices are exclusive of GST.



A note from our Chairman

Drive Electric has been championing the uptake of e-mobility since 2011.

Electric vehicle (EV) fleet numbers were first collated in January 2013. At that time we had 203 EVs on New Zealand roads. Today, we have more than 30,000. Most of the growth has come in the last couple of years.

Today we are at a crossroads. E-mobility is starting to prove its promise to be a superior alternative to fossil fuel-powered vehicles. Sticker prices are heading towards parity. The total cost of ownership is increasingly competitive. And, perhaps most importantly of all, EVs produce zero tailpipe emissions.

As New Zealand and the world fight to keep average temperatures within 1.5 degrees of warming, the transport sector must rapidly decarbonise. EVs will be one important part of that. We will also see the electrification of our bikes, trucks and planes. We will see more people walking, taking public transport and ride sharing. There will be new technologies that emerge, that we have not yet foreseen.

However, to make this change happen, there remain challenges we must collectively overcome. E-mobility needs to be supported by the right charging infrastructure, in our homes, and around the country. Our electricity networks and generators will need to smartly manage increased demand; increased supply may also be required over time.

We need access to new and used vehicles, and innovative transport technologies. Government policy needs to support this change, and provide consistency in their settings allowing businesses to invest and consumers to make more sustainable transport choices.

To make all this change happen we need constructive voices championing progress and representing those that are most involved in this transition.

Drive Electric supports a future transport system that is sustainable and meets the needs of all New Zealanders. We look forward to working with you on this crucial mission.

Mark Gilbert

Become part of the movement.

We would love to welcome you to
the Drive Electric community.

**Begin your membership
journey today.**



driveelectric.org.nz
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