News Release

Community Electric Cars Come to Salt Lake City
THE U & SLC TACKLE DIRTY AIR BY MAKING ELECTRIC CARS EASY AND AFFORDABLE

Note: Members of the media are invited to a press conference today at 10 a.m. at the Salt Lake City and County Building, 451 S. State Street. University of Utah president David W. Pershing and Mayor Jackie Biskupski will speak.

September 12, 2016 – In a joint press conference, the University of Utah and Salt Lake City today announced the launch of an electric vehicle purchase program extending discounts on multiple makes and models of vehicles. The second round of U Drive Electric offers U community members and Salt Lake City community members the opportunity to purchase or lease electric and plug-in-hybrid vehicles at discounted prices through Oct. 31, 2016.

This joint program is aimed at improving air quality and community health both today and for future generations. With almost 50 percent of Utah’s urban air pollution coming from tailpipe emissions, electric vehicles represent an important tool for improving air quality along the Wasatch Front.

In round one of U Drive Electric in 2015, 76 electric vehicles were purchased in less than two months. This year, the program is expanding to include more options, with several additional dealers participating and with a new opportunity to purchase used electric and plug-in-hybrid vehicles. By maximizing choices, consumers can find the best options that fit their needs.

“The university is committed to improving air quality in the Salt Lake valley and to reducing its carbon footprint,” said President David W. Pershing. “We are excited to yet again offer a program to community members that allows them to participate with us in making a difference in Utah.”

Members of the U community, including faculty, staff, students, and alumni as well as anyone who has been a visitor or guest at a University event. In addition, the program is available to Salt Lake City residents and individuals who regularly work, conduct business in, or visit Salt Lake City.

“Salt Lake City is thrilled to join the University of Utah and Utah Clean Energy in offering solutions to our community,” stated Salt Lake City Mayor Jackie Biskupski. “U Drive Electric lowers barriers to owning clean vehicles and will catalyze a sense of unity among participants to help solve our air quality problem.”

To offer this incentive, the University of Utah Sustainability Office is coordinating with Salt Lake City and partnering with Utah Clean Energy, a nonprofit, public interest organization that works to drive the transition to a clean energy future. This program is enabled by generous grants from the George S. and Dolores Dore Eccles Foundation, Utah Clean Air Partnership (UCAIR) and Patagonia Outlet of Salt Lake City.

Car dealers are able to offer a discount because the program drives targeted customer demand during a limited timeframe. To those who enroll through the program, there will be discounts on BEV (battery-electric) or PHEV (plug-in-hybrid electric) car models from BMW, Chevrolet, Ford, Hyundai, Nissan and additional used car models. Discounts vary by vehicle make and model, but range between 3 percent and 25 percent off the manufacturer's suggested retail price.

Participating community members can sign up for the program at www.udriveelectric.org. Once registered, participants work directly with any of the selected dealers to purchase or lease the electric car of their choice. Participants must sign a contract before Oct. 31, 2016 to guarantee the discount.
Interested community members are invited to a workshop on Wednesday, Sept. 14, 6-7:00 p.m. at the J. Willard Marriott Library on the U campus, 295 S. 1500 East, in the Gould Auditorium. Additional workshops will be hosted throughout Salt Lake City in September and October. More information on all workshops is posted at udriveelectric.org.

About Sustainability at the University of Utah
The University of Utah is committed to integrating sustainability across all areas of the institution, including academics, operations, and administration and, in partnership with the community, serving as a model for what is possible in sustainability. The Sustainability Office supports sustainability efforts of all kinds and works to better streamline initiatives and collaboration across campus.

About Salt Lake City
Salt Lake City is committed to driving energy and air quality solutions within its government operations and in partnership with the community as a whole. The City recently committed to powering 100 percent of community electricity needs with renewable energy by 2032, ensuring that the benefits of electric vehicles are maximized. Details on recent City energy goals are available at SLCgreen.com/ClimatePositive.

About Utah Clean Energy
Utah Clean Energy is Utah’s leading expert public interest organization working to expand renewable energy and energy efficiency in a way that is beneficial not only for Utah’s environment and health, but also our economy and long-term energy security. Utah Clean Energy is committed to creating a future that ensures healthy, thriving communities for all, empowered and sustained by clean energies such as solar, wind and energy efficiency.

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