



PRESS RELEASE  
For Immediate Release  
September 1, 2022

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**ELECTRIC VEHICLE  
RIDE AND DRIVE EVENT**

**Sunday, October 2, 2022 • 11:00 am – 4:00 pm**  
11 Station Place, Salinas, CA 93901

**EVENTO DE RECORRIDO Y MANEJO  
DE VEHÍCULOS ELÉCTRICOS**

**Domingo, 2 de octubre, 2022 • 11:00 am – 4:00 pm**  
11 Station Place, Salinas, CA 93901

**FREE**

**EVS  
for  
EVERY  
ONE**

The flyer features a background image of a man smiling next to a dark-colored electric vehicle. A green speech bubble with the word "FREE" is positioned near the car. In the bottom right corner, there is a yellow starburst graphic containing the text "EVS for EVERY ONE".

## Electric Vehicles Promoted at Salinas Test Drive and Showcase Event

SALINAS, CA – One of the best ways to learn about electric vehicles involves talking to others who already drive one and getting behind the wheel of one yourself. That’s exactly the opportunity you’ll get at the Salinas Ride and Drive Event. This event highlights electric vehicles (EV) at all affordability levels and is an opportunity for people to view, learn, and test drive electric cars. The event will be held on **Sunday, October 2, 2022, from 11 a.m. – 4 p.m. at the Salinas Amtrak Station.**

Electric vehicle owners will be on hand to answer questions while promoting electric vehicle awareness, technology, affordability, and other benefits. A wide selection of electric cars and motorcycles will be on display, and new models will be available to test drive, providing everyone with an up-close look at these fun vehicles that are better for the environment and cheaper to maintain than conventional gas-powered cars.

The Salinas EV Ride and Drive event is part of National Drive Electric Week, a nationwide celebration to raise awareness of the many benefits of all-electric, plug-in hybrid cars, trucks, and motorcycles. The event comes at a moment when EVs are poised to become increasingly popular as the Inflation Reduction Act makes it cheaper to buy one.

The Salinas Ride and Drive event is family friendly, open to the public, and **free**. It will offer several exciting activities to let adults and kids learn, connect, and experience electric transportation.

### Event highlights include:

- **Test Drives:** Test drive one, two, or more electric vehicles, all in one location! The Chevy Bolt and Volt, Volkswagen ID.4, Tesla Model 3, Polestar 2, Subaru Solterra, and more will all be available. **Drop-ins are welcome, or you can Pre-Sign Up for a test drive at: [EV Test Drive Sign Up](#)**
- **Electric Vehicle Showcase:** This event will display up to 20 EV cars and e-motorcycles, with EV owners on hand to share their driving experiences and answer your questions on charging, range, maintenance, and vehicle prices.

In addition to new and used EVs on display, there will also be gas vehicles that have been refurbished to all-battery EVs. Showcasing their cars will be both owner and refurbishing experts from Trajectory in Salinas.

- **Electric Bike Test Rides on Popular Models Provided by Bike Dash**
- **Electrification Passport Activity to Earn Prizes:** Kids and adults learn while earning passport stamps by talking with community exhibitors or participating in an activity. Kids who participate will receive a free bike helmet or bike light (while supplies last). Adults who participate will be entered in a chance to win a NEW electric bike.
- **Kids Fun Zone:** Fused Learning will have interactive, hands-on environmental science and art-based activities with fun take home prizes!
- **Financial Incentive and Rebate Programs:** EV rebates and incentives can be confusing with standard and low-income offerings from multiple organizations. While the Inflation Reduction Act aims to make EVs affordable for everyone, what exactly does it mean? Our EV staff and experts will answer this question and more at the EV Resource Center. Attendees can talk 1:1 with staff and experts or take “grab and go” informational handouts. In addition to learning about rebates, incentives, low-income programs, lease options, used electric vehicles, attendees can also learn how to get free EV Purchase Guidance Assistance through [EVs for Everyone | EVs Para Todos](#).

- **Exhibitors include:** Monterey Bay Air Resource District, Salinas Valley Chamber of Commerce, Citizens Climate Lobby Santa Cruz Chapter, Monterey-Salinas Transit, Sustainable Salinas, Trajectory, Breathe California, Fused Learning, Big Sur Land Trust, Bike Dash, Blue Zones Project Monterey County, Salinas Valley Waste Management, Sun Run Solar, Sabor Latin Fusion, Subaru, PG&E, and Polestar Automotive Company
- English and Spanish speaking staff will be on site to answer everyone’s questions.

**WHEN:** Sunday, October 2, 2022, from 11 a.m. – 4 p.m.

**WHERE:** Amtrak Station, 11 Station Place, Salinas, CA 93901

**FOR MORE INFORMATION VISIT:** [EVs for Everyone](#) | [EVs Para Todos](#)

**EVENT SPONSORS:** Monterey Bay Air Resources District (MBARD), Ecology Action, Salinas Valley Chamber of Commerce, General Motors, ElectricForAll, Access Clean California

Nearly 60% of Central Coast greenhouse gas emissions are generated by the transportation sector. Electric vehicles represent one way for individuals to significantly reduce their carbon footprint. The growing convenience of electric vehicles – from longer ranges to expanding charging infrastructure – coupled with the environmental and financial benefits are accelerating a steady increase in use.

“As we look ahead toward an all-electric future, we recognize how important it is for people to have a strong voice, and resources, to implement personal and community-level changes that address their specific needs,” said Jessica James, senior manager, Climate Equity Fund, General Motors. “EVs para Todos is an excellent example of bringing everybody in on the journey to a more sustainable, equitable future powered by electric vehicles.”

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### [About Ecology Action](#)

With headquarters in Santa Cruz, Ecology Action has led regional environmental initiatives since 1970. Our Sustainable Transportation program collaborates with individuals, employers, and government partners to make zero or low-emission transportation choices the new normal. Recognizing that purchasing a ZEV is one of the most effective choices an individual can make for reducing their carbon footprint, we have an active ZEV outreach and encouragement program as well as expertise in deploying charging infrastructure. Ecology Action has over nine years of experience in planning, implementing, and evaluating best-in-class Ride and Drive events across the Monterey Bay Region, and we are in the process of installing our 251<sup>st</sup> charging station.

### [About Monterey Bay Air Resources District](#)

The mission of the Monterey Bay Air Resources District is to Protect Public and Environmental Health while balancing Economic and Air Quality Considerations. The District is responsible for air monitoring, permitting, enforcement, long-range air quality planning, regulatory development, education and public information activities related to air pollution, as required by the California Clean Air Act and Amendments (HSC Section 40910 et seq.) and the Federal Clean Air Act and Amendments (42 U.S.C. Section 7401 et seq.)

#### [About Salinas Valley Chamber of Commerce](#)

The Salinas Valley Chamber of Commerce works hard to create an environment where businesses, their employees and the community can thrive and excel through advocacy, collaboration, and leadership to meet Salinas Valley business challenges. Members enjoy numerous benefits and become part of an organization that has served its members and the community for over one hundred years.

[About Electric For All](#), powered by [Veloz](#), is a premier consumer-facing program focused on driving forward the goal of 100% EVs on the road. Launched in October 2018, Electric For All brings together innovative consumer tools, time-saving resources and can't-miss EV education campaigns to help prospective EV owners understand their options and make the best choice for themselves, their communities and the environment.

#### [About Access Clean California](#)

Access Clean California is a statewide project that connects income-qualified residents with clean energy and transportation benefits.

#### [About GM](#)

General Motors is a global company focused on advancing an all-electric future that is inclusive and accessible to all. At the heart of this strategy is the Ultium battery platform, which will power everything from mass-market to high-performance vehicles.