GASOLINE SUPERUSERS

Matthew Metz/Janelle London/Paul Rösler
Coltura

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FOR A GASOLINE-FREE AMERICA

Should My Mom & Ed Get Same EV Incentive?

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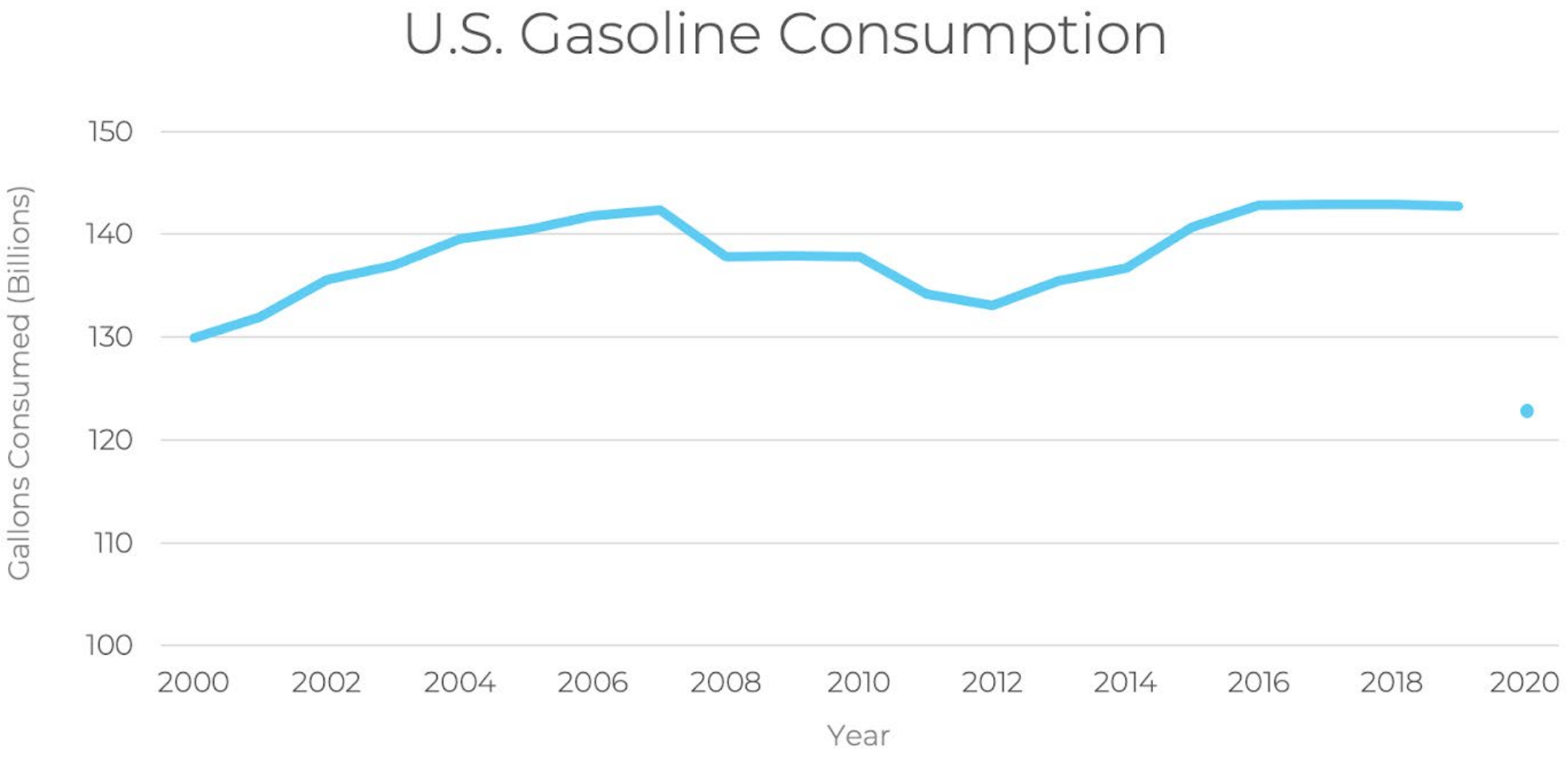

Source: Federal Highway Administration

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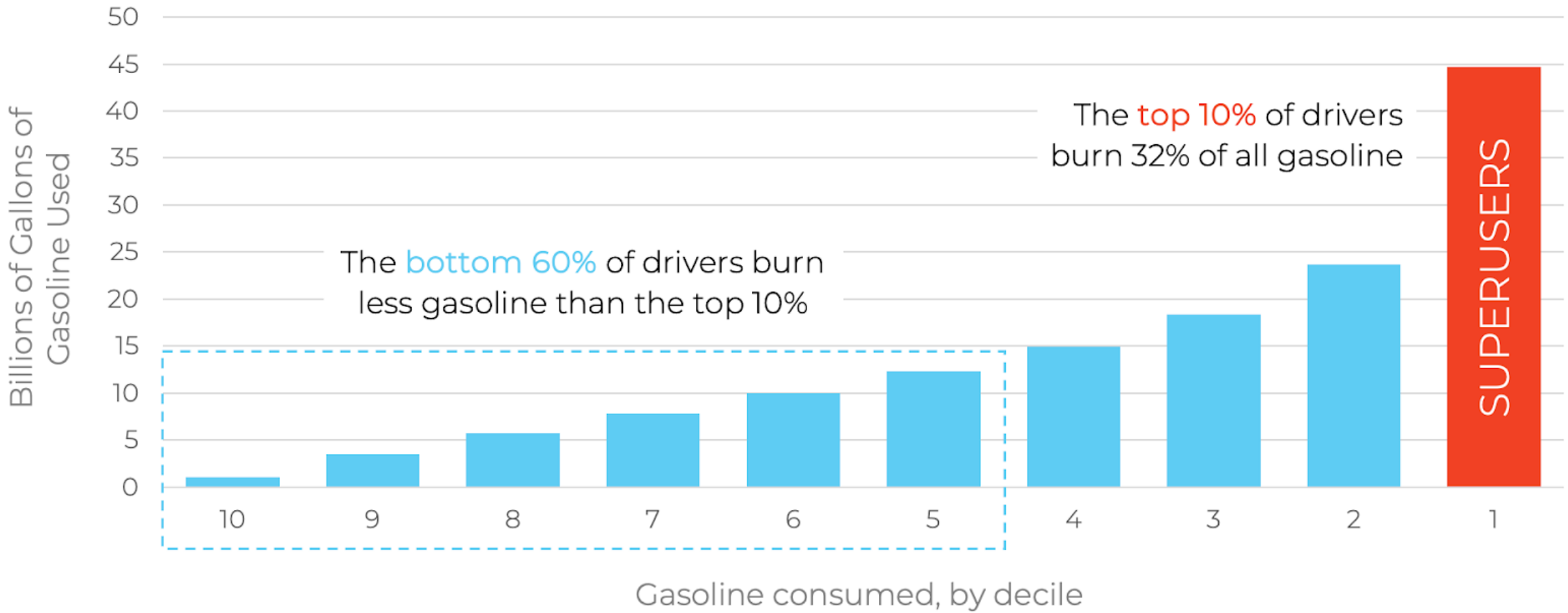
Superusers Burn the Most Gasoline



Source: National Household Travel Survey, Coltura analysis

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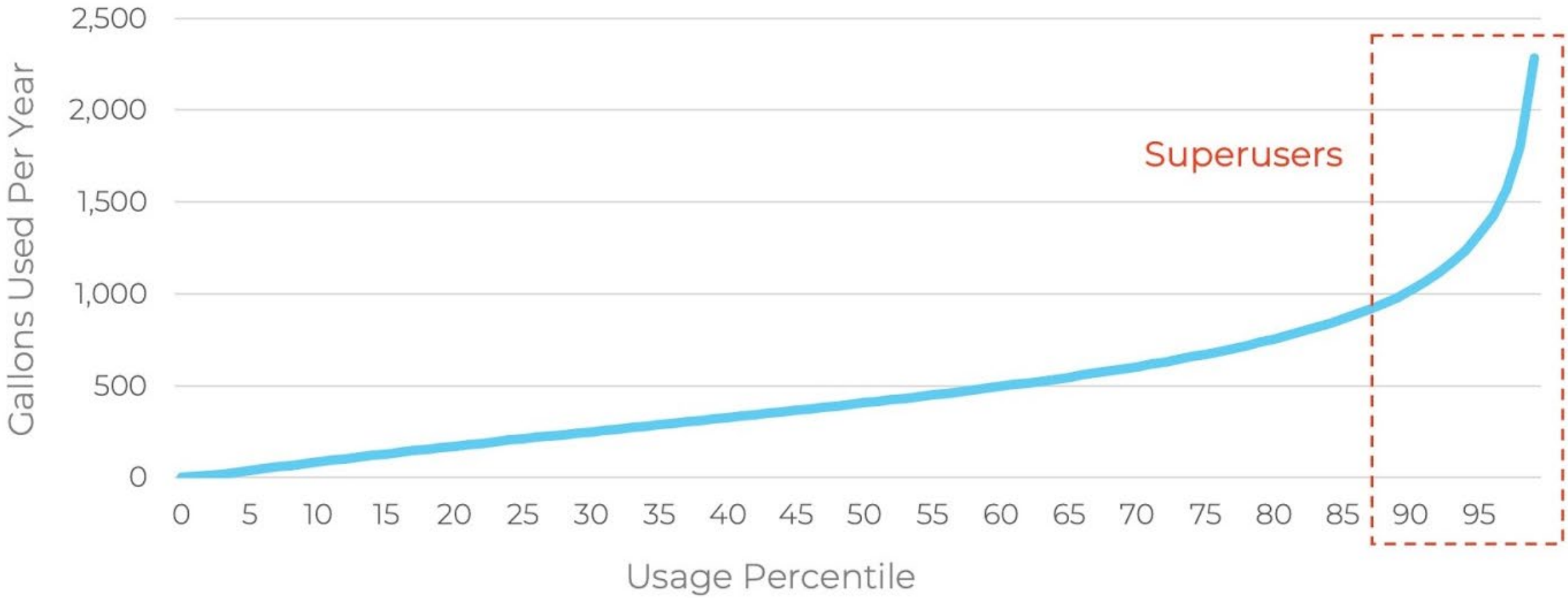
Annual Gasoline Use by Usage Percentile



Source: National Household Travel Survey, Coltura analysis

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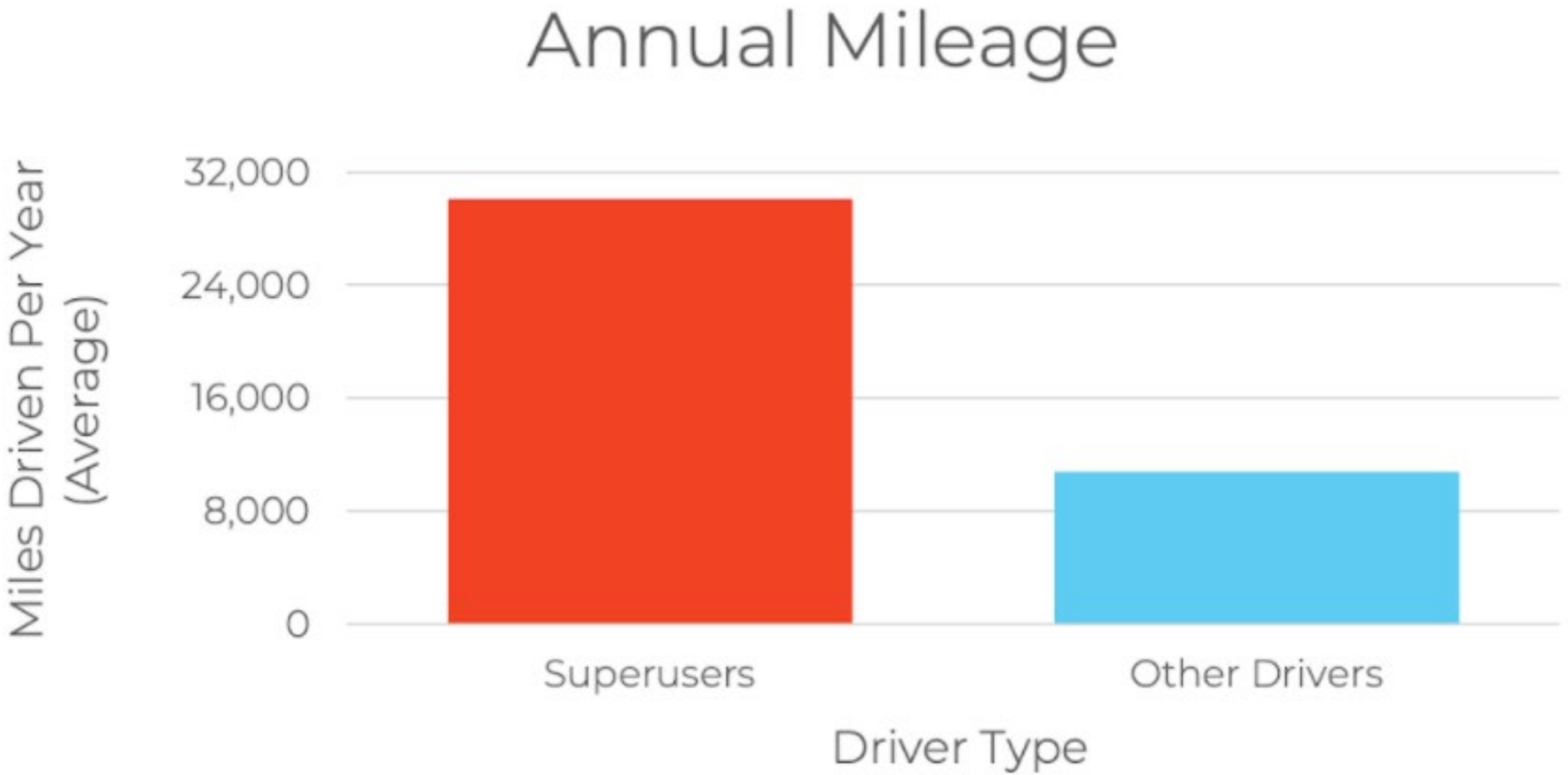
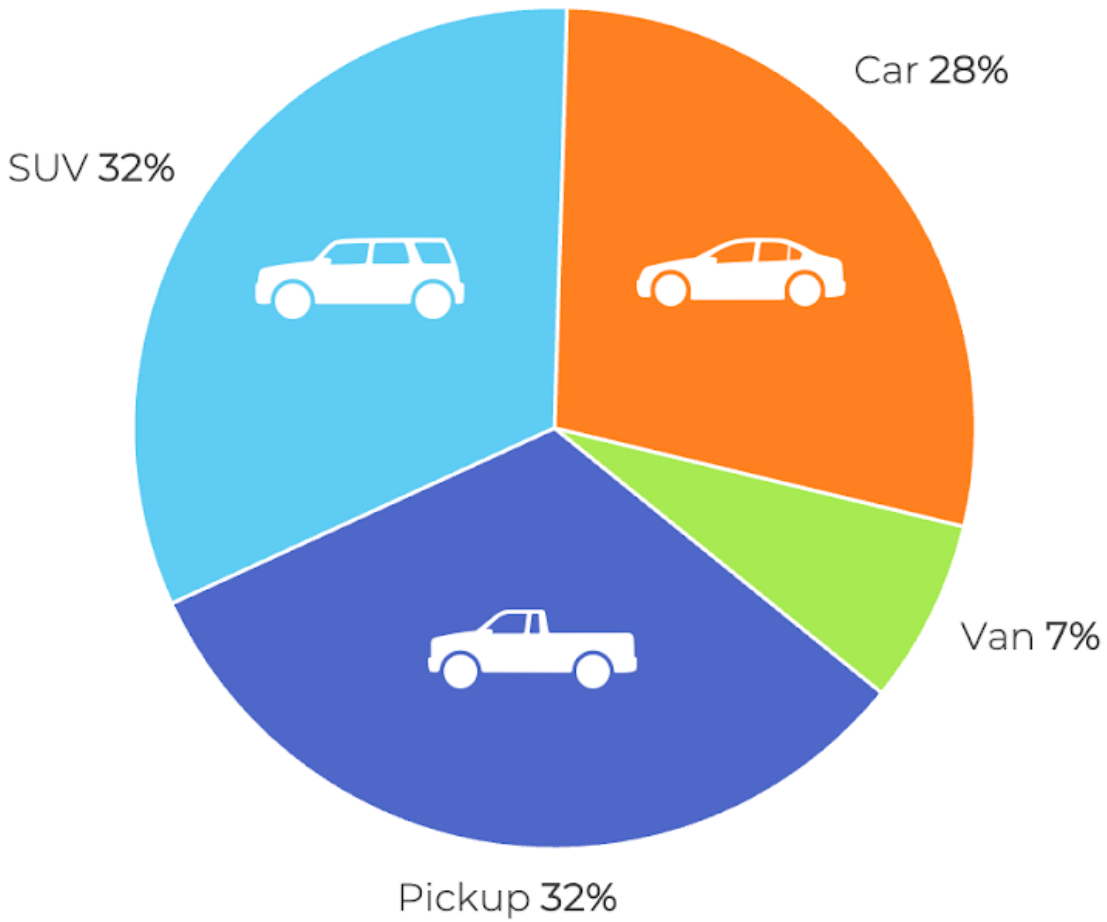


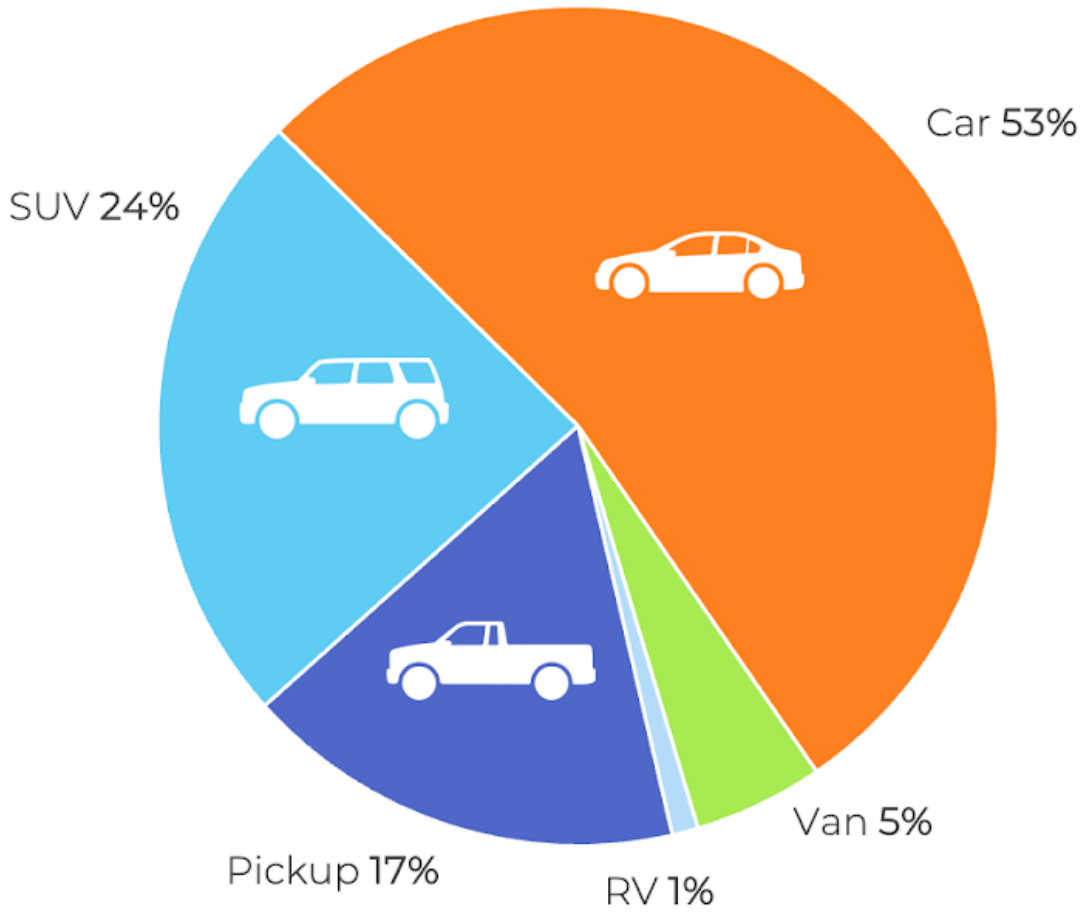
Source: National Household Travel Survey, Coltura analysis

Types of Vehicles

Superusers



Other Drivers



Source: National Household Travel Survey, Coltura analysis

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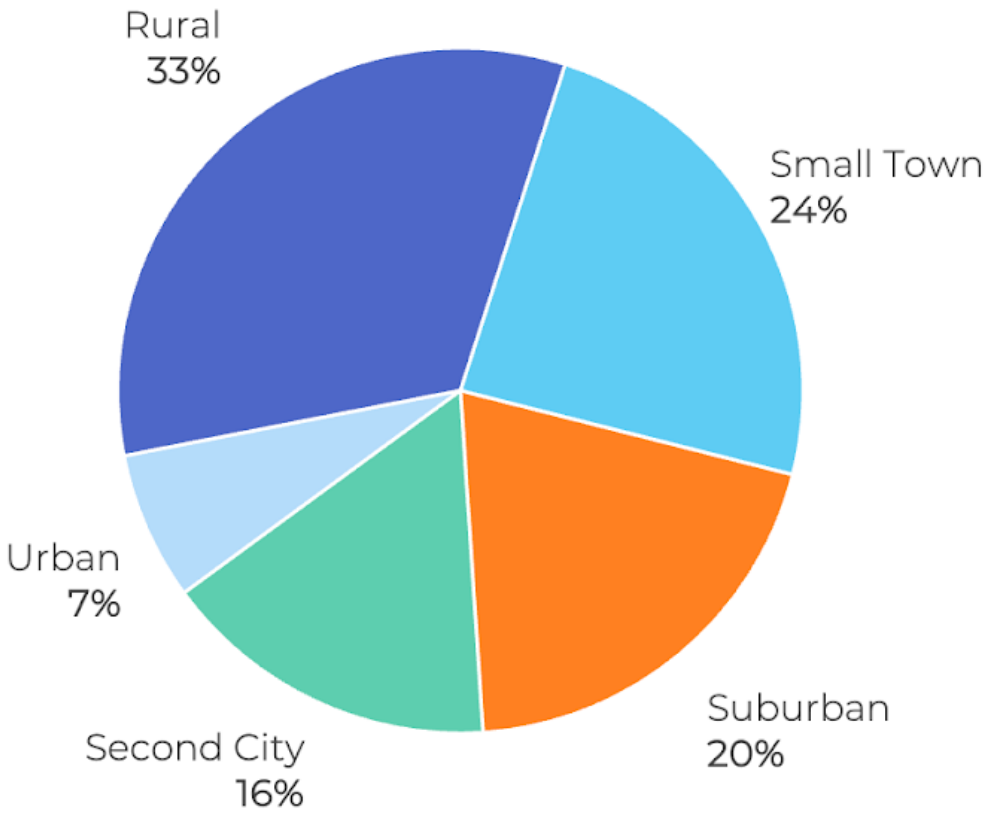
Geographical Distribution

Superusers



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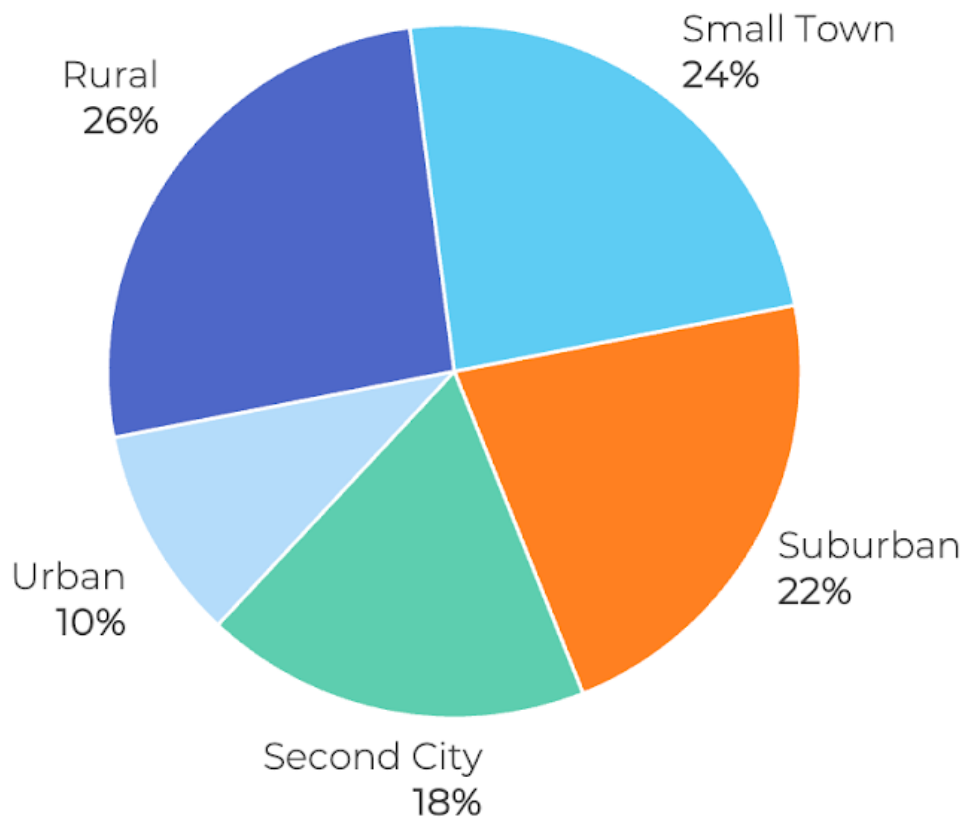

Source: National Household Travel Survey, Coltura analysis

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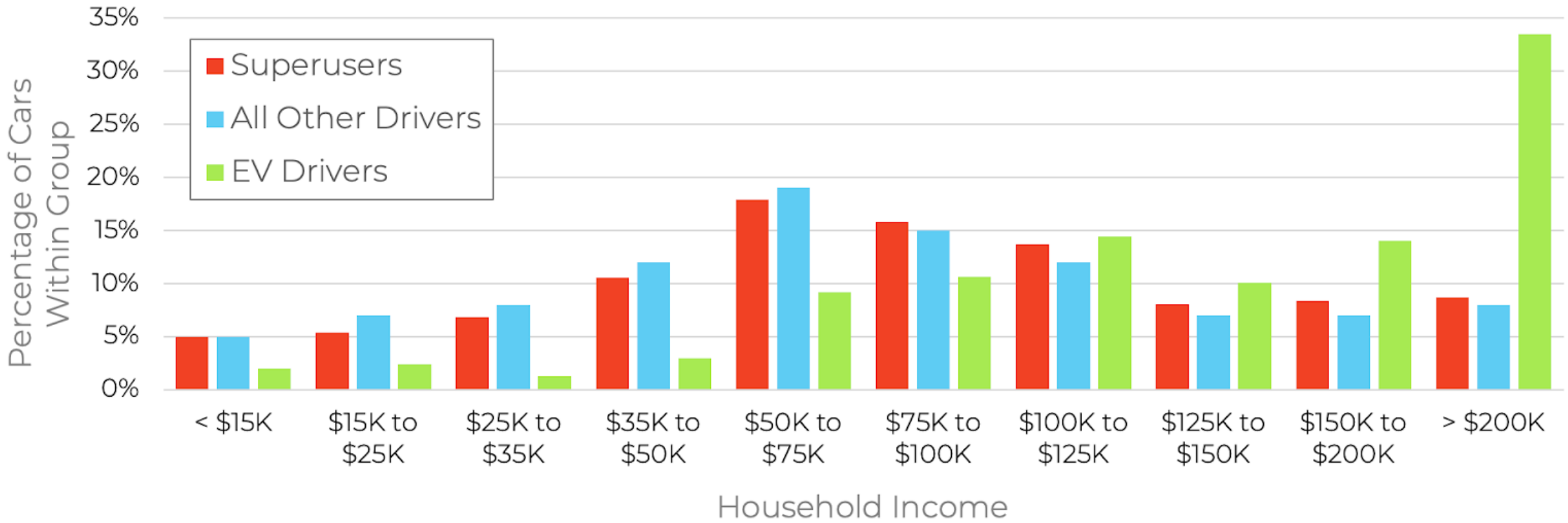
Household Income Distribution



Source: National Household Travel Survey, Coltura analysis

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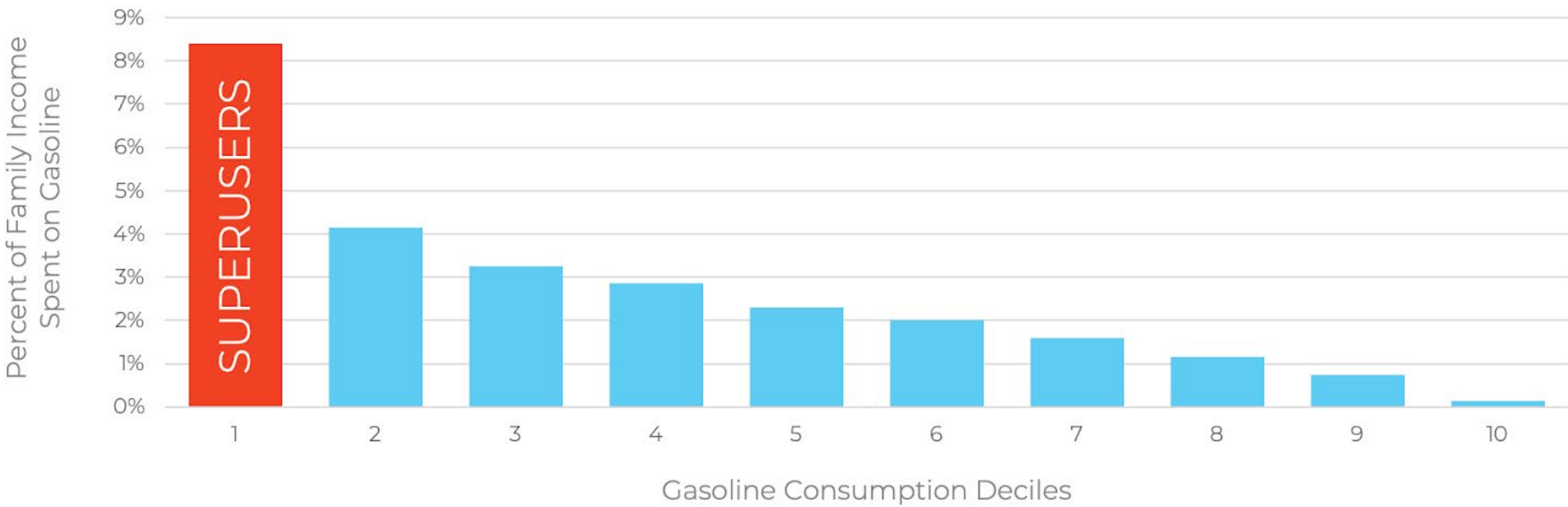
Gasoline Expenditures as Share of Family Income



Source: National Household Travel Survey, Coltura analysis

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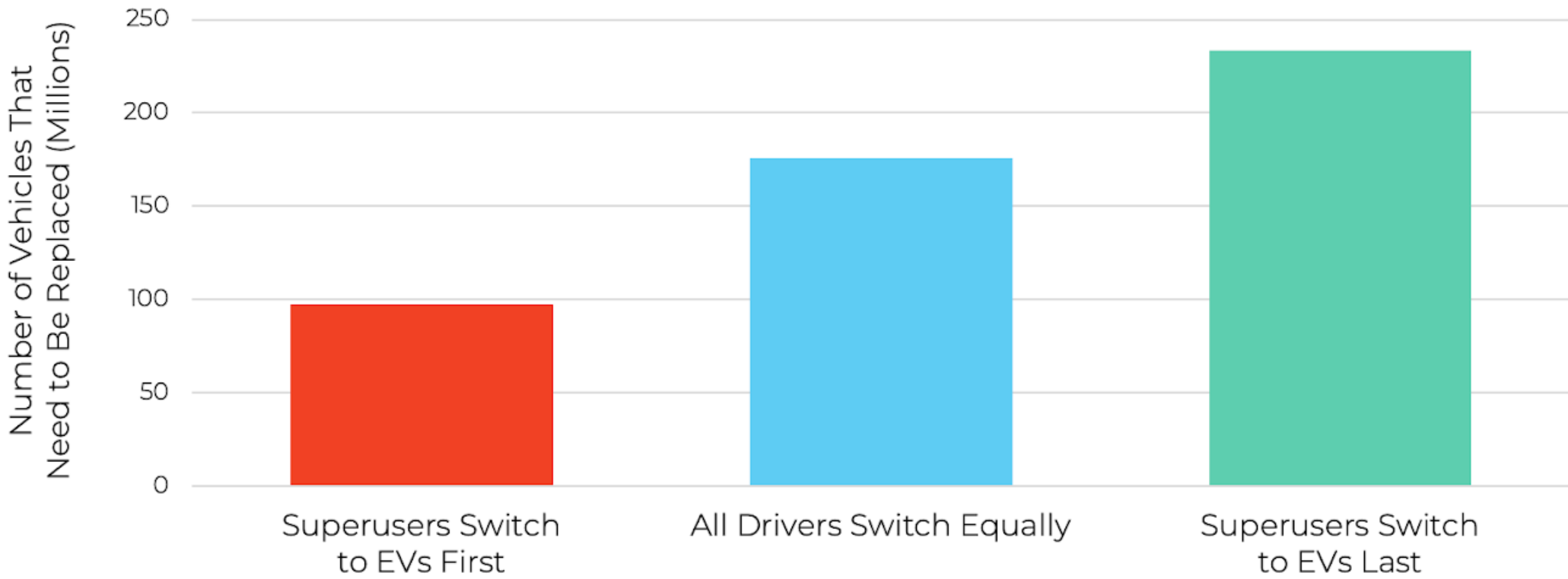
Number of Vehicles That Must Switch to EVs for 50% Emissions Cut



Source: National Household Travel Survey, Coltura analysis

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How the Gasoline Displacement Incentive Could Work

1 Driver **takes gas-powered vehicle to dealer** #1 to trade in.

2 Dealer obtains **registration history** (from Carfax or similar).

3 **Dealer calculates average annual gallons used:**

Current odometer reading - odometer reading at time of purchase = total miles driven. Mileage ÷ EPA MPG rating = total gallons. Total gallons ÷ years owned = average annual gallons.

4 **Dealer calculates incentive amount:** Average annual gallons x $10/gallon incentive.

5 Dealer **takes possession of trade-in** and **notifies driver of incentive amount.**

6 Driver **purchases a replacement EV** within 30 days of trade-in to receive **incentive payment** on new EV.

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Gasoline Costs Burden Lower-Income Superusers

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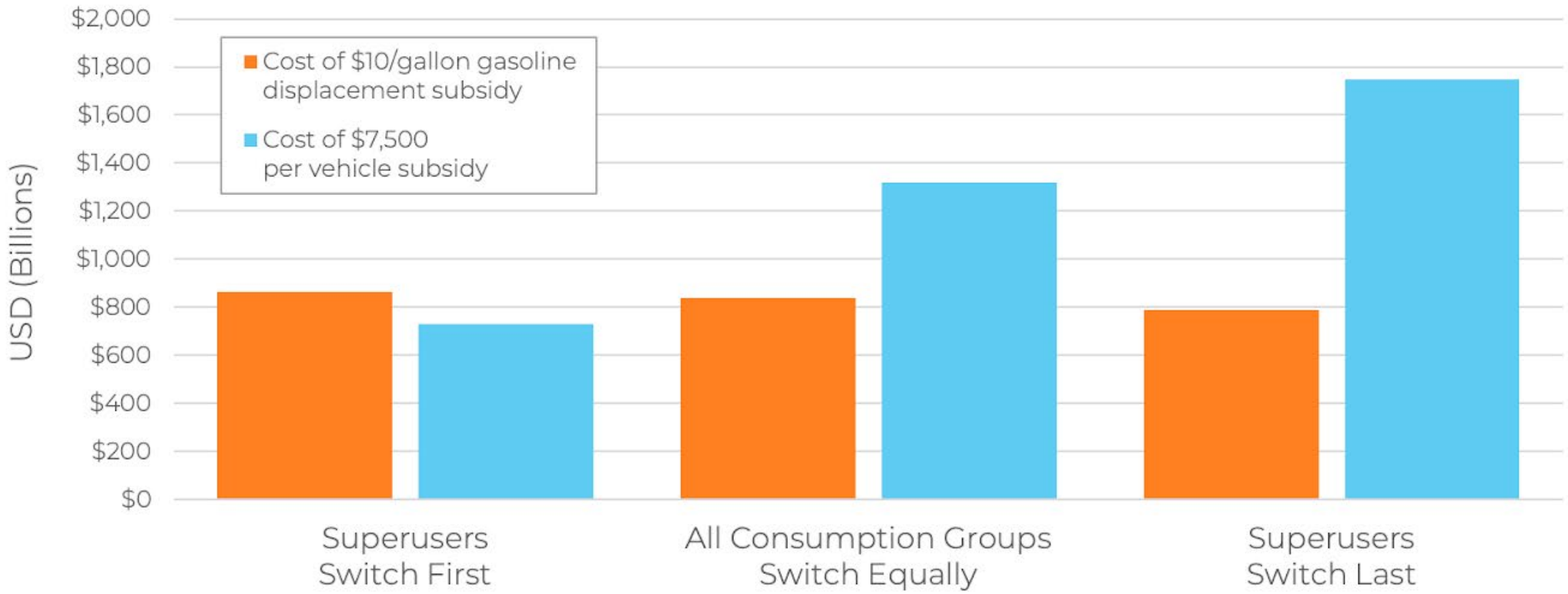
Cost Comparison of Gasoline-Displacement Incentive and Flat Incentive



Source: Coltura Analysis

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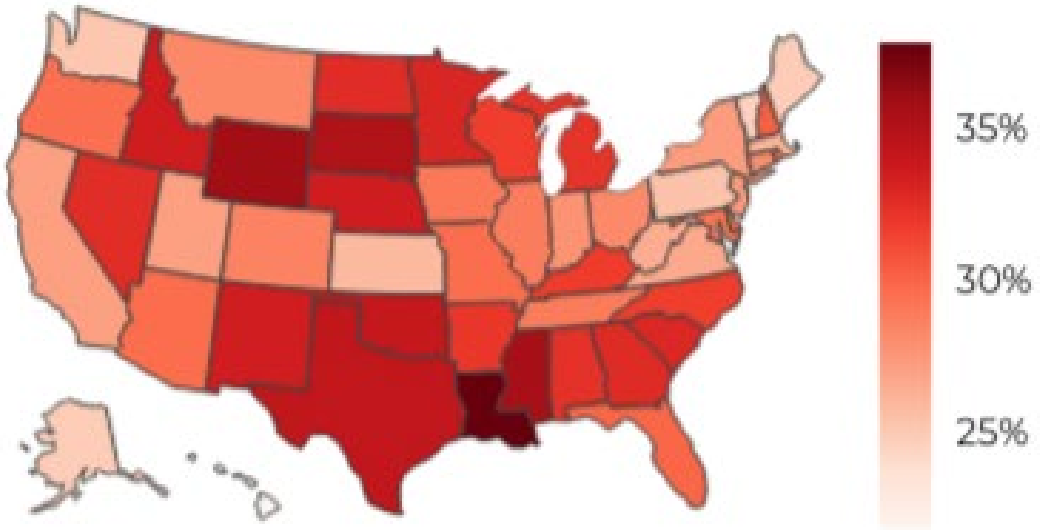
Superusers' Share of State's Gasoline



Share of EVs Registered Per State

Source: National Household Travel Survey, Coltura analysis

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THANK YOU!

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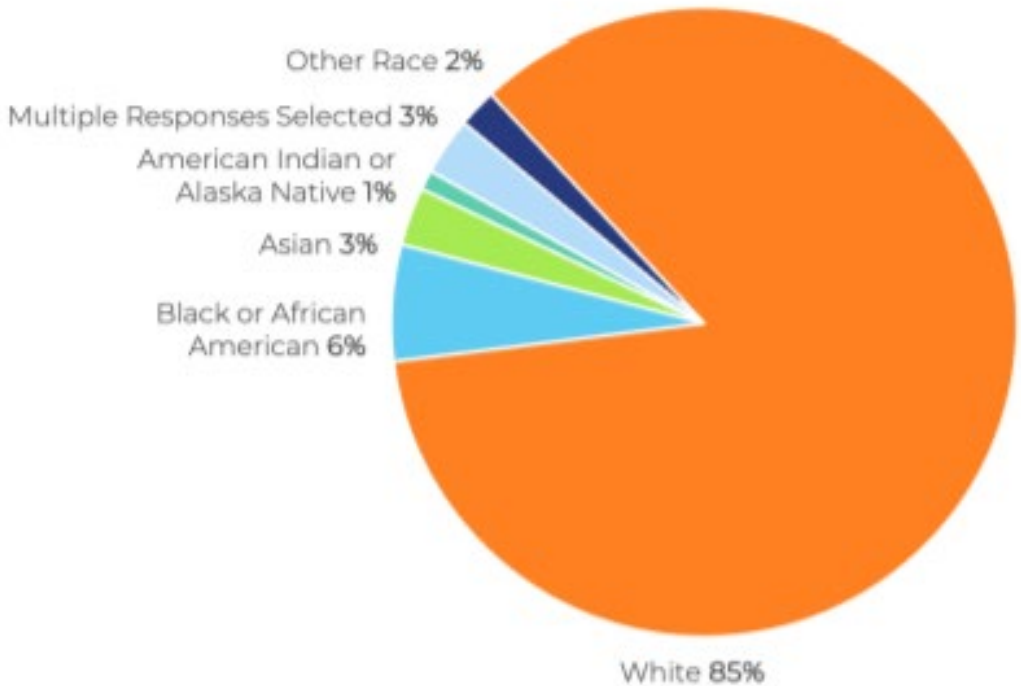
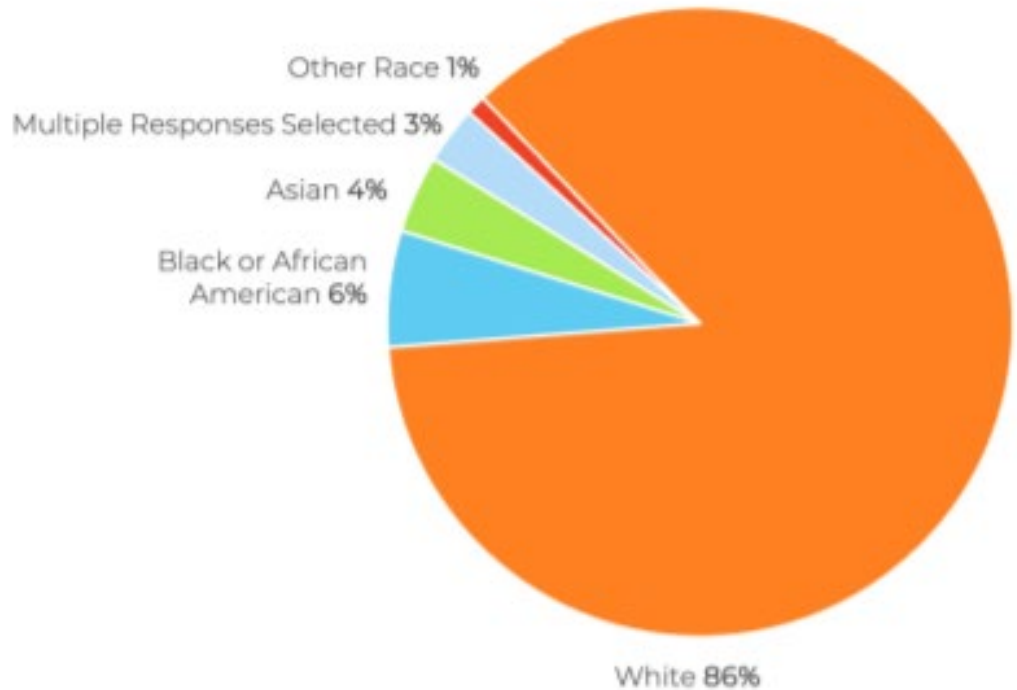
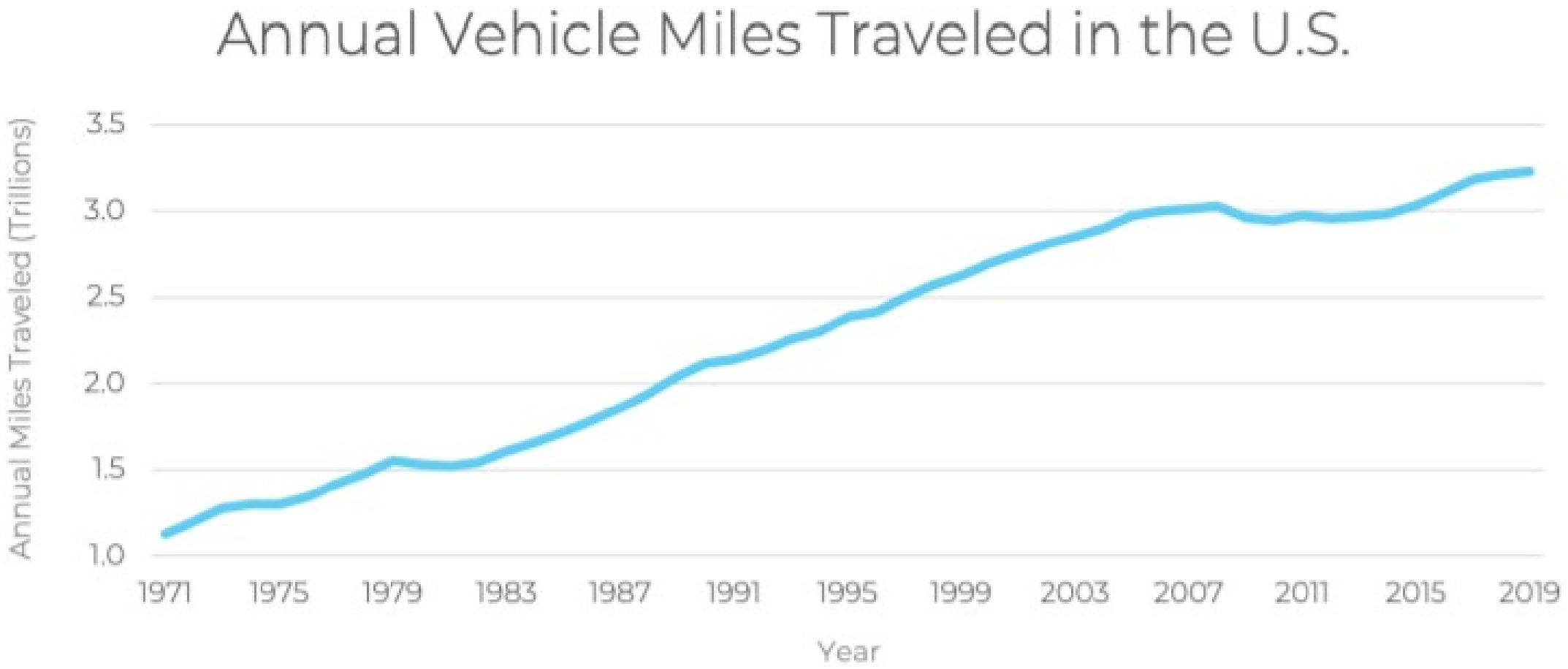
ADDITIONAL SLIDES for Q & A

Race of Superusers

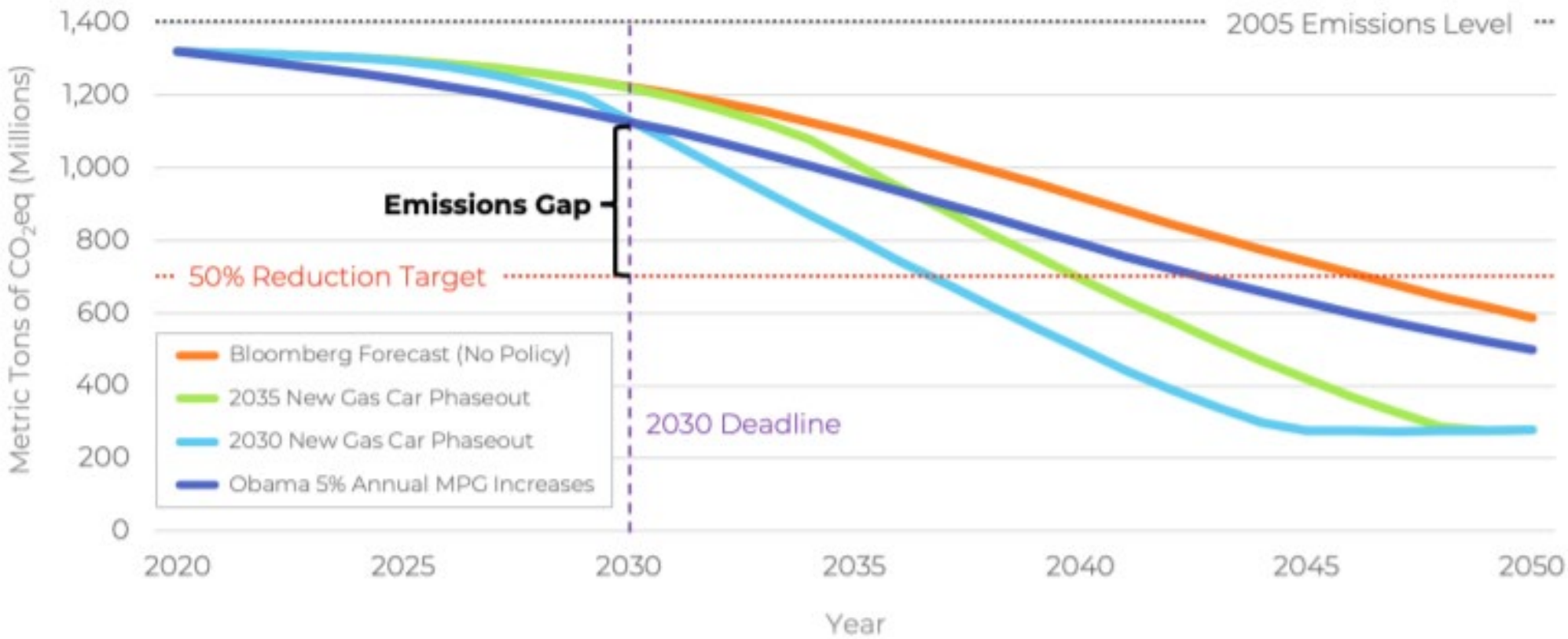


Race of All Others

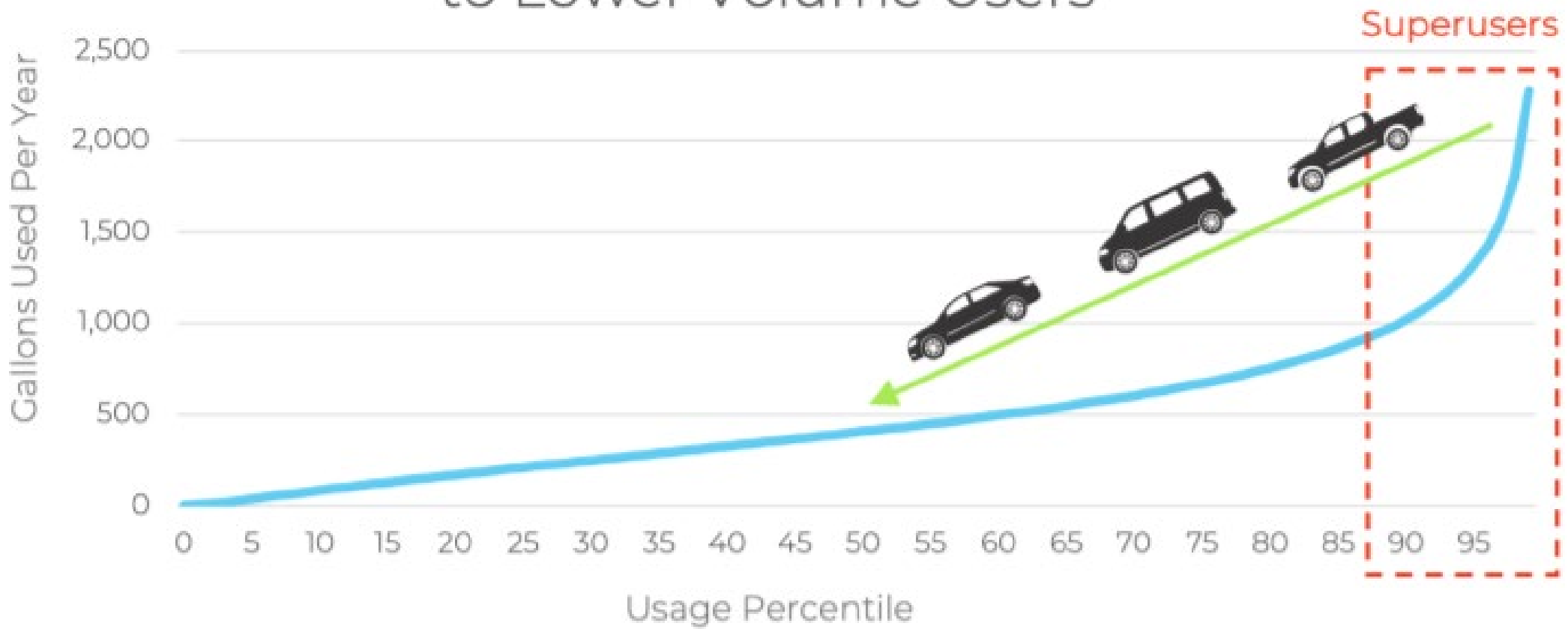



Annual Vehicle Miles Traveled in the U.S.
Annual Miles Traveled (Trillions)
3.5
3.0
2.5
2.0
1.5
1.0
1971
1975
1979
1983
1987
1991
1995
1999
2003
2007
2011
2015
2019
Year

Failure of EV/Fuel Economy Policies to Hit Emissions Target by 2030



Superuser Trade-ins Likely to Go to Lower Volume Users



Superusers' Preferred Vehicles

Rank	Make	Model	Percentage of Superusers Driving Model	Percentage of Model Drivers That Are Superusers
1	Ford	F-Series pickup	9%	21%
2	Chevrolet	C, K, R, V-Series pickup/Silverado	6%	18%
3	Dodge	Ram Pickup	4%	20%
4	GMC	C, K, R, V-series pickup/Sierra	2%	17%
5	Chevrolet	Fullsize Blazer/Tahoe	2%	22%
6	Toyota	Tundra	2%	21%
7	Toyota	Camry	2%	5%
8	Toyota	Tacoma	2%	11%
9	Honda	Accord	1%	5%
10	Ford	Explorer Sport Trac	1%	16%

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Vehicle	2011 Nissan Rogue	2005 Toyota Highlander	2010 Toyota Tacoma
Annual mileage	6,000	10,000	45,000
Annual gallons displaced	259	468	2,335
EV incentive @ $10/gallon displaced	$2,590	$4,680	$23,350
Monthly fuel savings with EV	$50	$93	$475
Monthly maintenance savings with EV	$15	$25	$113
Trade-in value (per Consumer Reports)	$5,185	$3,090	$10,425
Similar EV	Hyundai Kona EV	Tesla Model Y	Ford F-150E
Price of EV	$40,000	$55,000	$44,000
Net EV cost after incentive and trade-in	$32,225	$47,230	$10,225
Monthly car payment on EV (assume 6 years @ 5%)	$529	$775	$168
Monthly cost (savings) to switch to EV	$464	$658	($420)
Taxpayer cost per gallon displaced under existing flat $7,500 tax incentive	$29	$16	$3

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