Headline: AAA educating consumers interested EVs

Deckhead: Electric Vehicles 101 is a guide to answering questions

AAA continues to be a leading source for drivers who consider purchasing an electric vehicle.

Its new Electric Vehicles 101 includes essential information on EVs like tips for first-time EV drivers, essential charging and vehicle background, and guidelines for those who are considering to purchase a used or new EV. AAA’s goal is to consumers interested in going electric to be informed and educated on ownership before purchase to ensure a rewarding and confident experience.

“EVs could be a viable choice for many first-time buyers or multi-car households, but the key is to understand all the options available and if those match your needs,” said Greg Brannon, AAA’s director of automotive research. “AAA is an expert in EVs – and we’re passionate about sharing that knowledge to help consumers make informed decisions about what best suits their lifestyle.”

What is Electric Vehicles 101?

* Basic background of EVs
* Driving range and charging
* First-time driving EV point of view
* EV ownership cost comparison (new and used vs. battery and gas-powered)
* Repair and maintenance costs
* Supplemental AAA Car Buyer Resources
* Visit AAA.com/EV101 to learn more

In addition to the newly released EV 101, AAA has other resources to help buyers navigate the car-buying decision, including:

* The 2023 AAA Your Driving Cost analysis revealed that EVs have the least expense associated with annual ownership costs in the categories of maintenance, repair and tire costs, fuel and license, registration and taxes.
* TripTik® Travel Planner provides public-charging information along any route.
* AAA TourBook® Guides include which hotels offer public charging for guests.
* Cashback on EV charging with AAA-branded credit cards.
* Mobile EV battery charging is available in 24 cities.

Before embarking on a car-buying journey, AAA encourages consumers to do their homework and check our EV 101, as well as these resources:

* Your Driving Cost Online Calculator helps consumers determine important comparison costs before purchase. Select the desired state, annual mileage and driving ratio representing your typical driving habits and vehicle year/make/model and trim.
* AAA Car Guide provides consumers with reviews and ratings of select vehicles with the most recent automotive technology, many of which are EVs. The Automobile Club of Southern California’s Automotive Research Center tests and reviews vehicles annually.

To help educate the public, AAA conducts ongoing research on EVs, including consumer-sentiment surveys, testing to determine factors impacting electric-vehicle range, the true cost of electric-vehicle ownership, and a survey on consumers’ experience with going electric.

Pull quote

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Greg Brannon, AAA’s director of automotive research

Cutline: IT’S ELECTRIC – AAA Electric Vehicles 101 guide is available to assist consumers in purchasing an EV. Image: Erick. Adobe Stock.