

PRESS RELEASE
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Texas Electric Transportation Resources Alliance (TxETRA) Kicks Off Electric Vehicle Coalition with Energy and Momentum

*“EVs are on track to accelerate to 54% of new car sales by 2040.”
- Bloomberg New Energy Finance*

A new organization to electrify transportation in Texas announced its formation today as the first step in preparing the state for what many are calling an “electric transportation revolution.” The **Texas Electric Transportation Resources Alliance (TxETRA)** is a nonprofit organization comprised of electric energy vehicle manufacturers, industry leaders, developers, distributors, producers, utilities, as well as environmental and transportation equity groups. Their mission is to “guide and accelerate the adoption of electrical transportation in all its forms, in the most cost-effective way, providing maximum benefit to the citizens of Texas.”

“Texas - with its huge transportation network - can be a leader or a laggard,” said **Bobby Hill, Vice President of American Sales for BYD**, a global manufacturer of electric vehicles. “Transportation is electrifying at high speeds across the world.” We in the industry are joining with the utilities, the researchers, and advocates to create **TxETRA** and to work together to develop the policies we need to become a world leader in the development of these technologies. Electric vehicles are cheaper to own and maintain, and are far less polluting than a conventional vehicle. A dozen countries have - or are considering - banning the sale of gas and diesel engines,” he said.

“**TxETRA** is being formed to ensure we develop policies to make Texas one of the leaders in that transition,” said **Interim Director, Tom “Smitty” Smith**. Smith was the former director of **Texas Public Citizen** for over 30 years and has been a leader in developing renewable energy policies, which includes “cleaning up” the transportation sector. “If we develop the right policies, we can absorb that increased demand for electricity and lower our electric rates. We want to accelerate the deployment of EVs and support grid transformation by promoting open standards, shaping rate and tax structures, and facilitating the deployment of smart charging and controls,” he said.

“Our priorities are pretty clear,” said **TxETRA board chair, Michael Osborne**, who led the **Plug-in Partners** effort to develop the 10,000 plus soft orders that led to the production of **GM’s Chevy Volt**. “EVs are only part of the transportation transformation. Our mission is to guide and accelerate the adoption of electrical transportation in **all** its forms - in the most cost-effective way - providing maximum benefit to the citizens of Texas.” Osborne was first considered a visionary in the 1980s when he and a few other perceptive energy entrepreneurs saw the potential of Texas’ unlimited economic boon that could result from the development of the state’s vast wind and solar energy resources. Thus, he co-founded the **Texas Renewable Energy Industries Alliance (TREIA)** and **The Wind Coalition**, both of which successfully advocated for policies that brought Texas renewables to where they are today - #1 in the nation and 5th in the world for wind energy production.

Osborne, Smith, and fellow co-founder **Janis Bookout** of **Earth Day ATX** are continuing to meet with a broad range of other stakeholders including electric co-ops, transmission and distribution utilities, Texas-based vehicle and component manufacturers, and research institutions. So far, they have had commitments from **BYD, Austin Energy, City Public Services (CPS)** of San Antonio, and **Hunt Energy/ Sharyland Utilities**.

TxETRA is holding their first board meeting followed by a reception on **April 6th in Austin**, where they will flesh out membership, mission, and ways they plan to collaborate with the **National Alliance for Transportation Electrification**. The national group’s new **Executive Director, Phil Jones**, (past President of **NARUC** and former **Washington UTC Commissioner**), will be the distinguished speaker at the organization’s inaugural meeting.