Recipient’s Name and Title

Company

Address Date

Dear (NAME),

At no other time in history has America’s transportation system been at such a cross-roads. We have a shared interest with others in our community to promote the reduction of imported petroleum and the use of alternative fuels and advanced vehicle technology. Leaders nationwide recognize that electric vehicles are an essential part of the solution. That is why the *EV Everywhere* Grand Challenge was launched —to make plug-in electric vehicles (PEVs) as affordable and convenient for the American family as gasoline-powered vehicles by 2022.

[Insert paragraph about Ambassador organization]

Researchers continue to create more cost effective batteries, and consumers are choosing PEVs in the marketplace. In fact, PEV sales in the U.S. tripled as Americans purchased more than 50,000 in 2012 and in May 2013, PEV sales reached a milestone of 100,000 vehicles sold since their introduction just over two years ago. [Optional: Insert sentence here about local/regional PEV market growth] The time is right for electric vehicles, and this creates new and exciting opportunities.

U.S. employers have a unique opportunity to join the effort to help build the nation’s PEV charging infrastructure through the Department of Energy’s Workplace Charging Challenge. By installing workplace charging and joining the Challenge, employers can:

* Be a leader in sustainability and contribute to the community by [Insert example here of way to be involved]
* Contribute to corporate sustainability efforts, earn credits toward a worksite’s LEED certification, and reduce indirect emissions from employee commutes.
* Enhance employee recruitment, satisfaction and retention as workplace charging is viewed as a valuable employee benefit.
* Take advantage of the Challenge’s technical assistance and resources to help build a workplace charging program.
* Gain access to a network of leaders in workplace charging
* Gain national recognition for successful workplace charging efforts.

I’d like the opportunity to discuss how your [company/organization] can be a part of the [Workplace Charging Challenge](http://www1.eere.energy.gov/vehiclesandfuels/electric_vehicles/workplace_charging.html). If you prefer, please call me directly at the number given below. I look forward to talking to you soon.

Sincerely,

Ambassador Organization Contact name

Contact title, Organization name

Ambassador Organization contact phone number

Ambassador Organization contact e-mail address