

# Members Guide

2024 – 2025

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**DRIVE**  
ELECTRIC

# Who we are

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## **Drive Electric champions electric vehicle uptake and the decarbonisation of New Zealand's transport sector.**

We engage with government, media, industry and individuals to continually promote the benefits of making e-mobility mainstream.

Our board, member network and research partners are at the forefront of the electric vehicle movement. We welcome all sectors of the electric transport ecosystem and we are proud to instigate change and impart expertise in the key conversations bringing New Zealand closer to a fully electric future.



## **E-mobility is better for the environment**

Fossil-fuel reliant transport is one of the biggest contributors to greenhouse gas emissions and the acceleration of climate change. Transitioning to an EV cuts individuals' CO<sub>2</sub> emissions by 80%. EVs have a significantly lower environmental impact – from manufacture to operational life to disposal – than fossil-fuel transport.



## **EVs make sense in New Zealand**

Decarbonised transport is crucial in helping New Zealand meet its emissions reduction obligations. Given that 83% of our electricity (and counting) comes from renewable sources, an EV charged in New Zealand is responsible for even fewer emissions than in many countries run on 'dirtier' grids.

Increased e-mobility uptake would mean we spend less on fossil fuels and become more energy independent.

EVs are more consistent with our 'clean green' image globally and enable us to present ourselves as a forward-thinking nation. Our charging infrastructure is rapidly improving and making EVs more accessible and practical in New Zealand than ever before.

# **Why transition to electric?**



## **e-mobility is better for health**

EVs generate significantly fewer chemical and physical pollutants. More electric transport means quieter, cleaner cities and a healthier population.



## **EVs reduce costs in the long term**

The cost of charging an EV in New Zealand is equivalent to paying just 24-40c/litre of petrol. There are fewer maintenance costs associated with EVs and they are steadily becoming cheaper to buy up front, as battery technology improves and competition increases.

# Drive Electric by the numbers



76

**Member businesses**

15+

Ministers & MPs **engaged** in 12 months

2,113

State of the Nation **downloads** in 8 months

38

Vehicle brands

32

Energy and infrastructure

6

**Events**

in 12 months

1.1m

**Website**

visits in 12 months

18

Fleet and finance

8

Consumer and B2B

10

**Board members** with key positions of influence in transport, infrastructure and **sustainability**

6,763

Monthly EDM **subscribers**

7

Members form the (Charge Point Operators) **CPO subgroup**

# New Zealand by the numbers

106,166

Electric vehicles on our roads (June 2024)

38%

Increase in EV registrations the past year

1,200+

Publically available EV chargers nationwide



# What we do

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## Engagement with government

We regularly meet with and advise key political figures and decision-makers within the transport sector, file advisory submissions on e-mobility related legislation and participate in government-led policy development groups.



## Engagement with business

Most of our members are leaders in New Zealand business. We provide much needed guidance on transitioning business fleets to electric, and our agenda is informed by the input and concerns of the businesses we represent.



## Engagement with media

We have become a recognised voice of authority regarding EV policy and the benefits of e-mobility for business and individuals. We are often consulted by New Zealand news publications, radio and TV.



## Engagement with the public

We regularly use social media to provide information and stimulate discussion. Our social platforms exist to promote and engage with our members while also reaching the wider public to change people's perceptions of electric transport.



## Industry-leading research

Through whitepapers compiled by scientists and other experts we distribute accurate information about EVs, their benefits and the issues around nationwide implementation.



## Our Board

Our board members represent most elements of New Zealand business and industry, offering their various expert insights and influence to facilitate change in the transport sector.

# Drive Electric at work



## State of the Nation Report E-mobility in New Zealand – 2023

In 2023, Drive Electric released a first-of-its-kind [State of the Nation Report](#) that provides an overview of the entire e-mobility ecosystem, demonstrates how electrifying our transport sector will drive energy independence for New Zealand, lower costs for businesses and families, and contribute to environmental improvements.

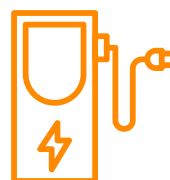
“Globally, this report shows that e-mobility is the future. With our advantages of renewable energy, New Zealand is well positioned to take advantage of this technology and benefit financially and environmentally. Let’s invest and reap the rewards.” - Kirsten Corson, chair.



### The compelling case for EV incentives

In support of EV uptake Drive Electric commissioned and released [research by Concept Consulting](#) that clearly demonstrates the need for incentives to maintain a steady rate of EV uptake out to 2030.


The report has received mainstream media attention and was referred to in the Parliament by multiple members during the 2023 debate on the clean car discount (CCD).



### Charge point operators (CPO) subgroup

Formed in 2023 to tackle the barriers to investment in public charging, the CPO subgroup focusses on network connections (prices and processes) and government investment in charging.

This group has commissioned reports to identify principles for improving access for electricity networks and regularly engages with regulators and policy makers.



# Why become a member?

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## Expert insight into the future of e-mobility

Your membership facilitates access to crucial information about EV. Drive Electric events, regular digital communication, in-depth research papers and a network of key e-mobility industry figures all ensure that our members become informed electric transport advocates and integral to a better future for transport in New Zealand.



## Opportunity to participate in key discussions

Drive Electric engages in key policy, regulatory and legislative developments through working groups, industry discussions and submissions. We engage in public debate promoting the benefits of EVs through mainstream and social media. Members are able to contribute their expertise and views through these mechanisms to be involved in the decision-making processes of government.



## PR and promotion opportunities

Transitioning your fleet to EVs positions your organisation as an industry leader and role model. Involvement with Drive Electric promotes your company as a forward-thinking change maker, and provides avenues for engagement with media and followers of our digital platforms.



## Access to crucial advice and insights

Drive Electric provides invaluable support and in-depth knowledge to aid the transition of your fleet to electric. The membership network shares information and works together to help advance the future of e-mobility.

## Energy



## Fleet and leasing



## Banking and professional services



## EV retailers



## Charging and infrastructure



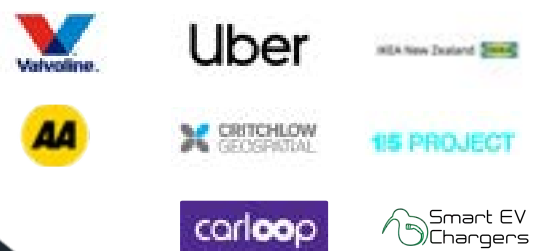
## Vehicle manufacturers



## Our members

Our members represent the full spectrum of the e-mobility ecosystem. By supporting Drive Electric, these companies position themselves at the forefront of meaningful change for a sustainable transport future in New Zealand.

## Consumer and B2B





# Essential member benefits

## Drive Electric has three tiers of membership

- **Essential:** Basic membership for individuals and SMEs.
- **Corporate:** Extended support for large businesses looking to play bigger roles in the transport future of New Zealand.
- **Premium:** For businesses looking to fully maximise all commercial benefits of working alongside Drive Electric.

All membership categories include the following essential member benefits. Additional corporate and premium membership features are indicated on pages 10–11.



### Social media

Access to informal members forums, LinkedIn and Facebook. On these platforms we share industry updates with our own insights and press releases.



### Digital

- Advertising at member rates on the Drive Electric website.
- Feature on the 'Our Members' web page.
- Access to exclusive webinars covering key issues facing the e-mobility industry.
- Participation in member surveys to inform our ongoing advocacy strategy.



### Industry database

Feature as a member in our industry database, positioning you as a key figure in the e-mobility movement.



### Drive Electric events

Two complimentary event passes per year and opportunities to connect with other members for support and information.



### Policy advice

Members have opportunities to provide input into our submissions and discussions with government on e-mobility policy.

# Corporate and premium member benefits

## Our offering

## Corporate

## Premium

### SOCIAL MEDIA AND PRESS

Social media mentions



Social media collaborations



Support member press releases on strategic topics



### DIGITAL

Discounted advertising on Drive Electric website



Higher member status features on the 'Our Members' web page



Input into Drive Electric webinar topics



Opportunity to host webinars



Input into monthly EDM



Input into member survey content and in-depth insights



Introductory profile in 'Meet the Fleet' section of website and EDM



Monthly logo feature in EDM



# Corporate and premium member benefits continued

## Our offering

## Corporate

## Premium

### RELATIONSHIPS

Meeting with our membership liaison manager to discuss your goals and concerns within the EV industry



Annual Drive Electric Board meeting invitation



### WHITEPAPERS



Input into Drive Electric whitepaper content



Input into whitepaper topics



Representation at whitepaper launch events



### EVENTS



Complimentary Drive Electric event passes



Invitation to the chair's annual VIP dinner



Product launch partnerships



Opportunity to host Drive Electric events



### EV POLICY



Opportunity to provide input and insight into our submissions and discussions with government



Opportunity to accompany Drive Electric representatives to ministerial meetings regarding e-mobility







# Membership pricing

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**Essential**

**\$850**

**Corporate**

**\$5,000**

**Premium**

**\$25,000**



*Prices are for an annual membership and exclusive of GST.*





# A note from our chair

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In 2011, when there were fewer than 50 EVs on our roads Soichiro and Hideaki Fukutake saw the need for an industry body to help accelerate e-mobility. They used this foresight to establish Drive Electric. Today there are over 105,250 EVs registered on New Zealand roads, making up 2% of our fleet. We have made a great start.

Our 2023 [State of the Nation Report](#) outlines the significant growth within the electric car and micro-mobility sectors and the emerging heavy, commercial, marine and aviation sectors.

The report highlights the financial, environmental and social opportunities of electrifying transport. It is New Zealand's best opportunity to reduce our carbon emissions and meet our [Paris Agreement](#) targets.

Going forward, a key focus for Drive Electric is to ensure that there is the right infrastructure settings and access for EV growth as well as working with the Government to ensure we have the right policy framework. There is certainly a lot of work to be done in both of these areas!

Effective decarbonisation of our transport sector will only be achieved through collaboration. Drive Electric will continue its work within the business sector and Government while also working closely with other industry groups to champion change.

We look forward to working with you.

**Kirsten Corson**

# Become part of the movement

We would love to welcome you to the Drive Electric community.

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**Begin your membership journey today.**



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[drive@driveelectric.org.nz](mailto:drive@driveelectric.org.nz)

