



To: Members, Wisconsin State Assembly and Senate
From: Jim Boullion, Director of Government Affairs
Date: June 4, 2020
Re: **Please Support Vehicle Purchasing Reform**

Senator Dale Kooyenga (R-Brookfield) and Representative Adam Neylon (R-Pewaukee) [circulated a bill last week](#) that would allow for a direct sales business model of electric vehicles (EVs) in Wisconsin. If passed, EV manufacturers could sell their vehicles directly to consumers, either online or from a manufacturer-owned dealership, rather than through the traditional dealership model we know today.

RENEW Wisconsin strongly supports this initiative and urges you to also support it and add your name as a co-sponsor!

The Kooyenga/Neylon bill is one of the keys to increasing EV availability for Wisconsin businesses and consumers. The internet has completely reimaged how we buy things, opening opportunities, reducing prices and eliminating many market barriers of the past. It would permit Wisconsin's consumers greater access to EVs that better suit their financial and driving needs by allowing them to purchase online or directly from the manufacturer-dealership without having to travel to Illinois or Minnesota.

Having multiple purchasing options is especially important when considering the increased number of models that will soon be available from new and innovative companies that are being built from the ground up. These companies are all competing to meet growing demand in the electric vehicle market. [Edmunds predicts](#) the U.S. will experience record EV sales in 2021, while [Bloomberg projections](#) demonstrate increased demand in the coming decades, with a projected 54 million EV sales in 2040. Even here in Wisconsin, we can expect anywhere from 25%-50% EV adoption by 2050^[1].

[Online consumer spending increased](#) over the past year, and [most consumers do much of their research and some of their vehicle purchasing online](#). The [virtual EV marketplace is expected to grow](#) right alongside a rapidly growing conventional EV market. Wisconsin businesses and consumers deserve the same opportunity to buy the right vehicle, for the right price, as anyone else in the country. The free market and most of the country is quickly going that direction. Wisconsin should as well.

Thank you for your support!

If you have any questions or would like more information, please contact
Jim Boullion at (608) 695-7004 or jim@renewwisconsin.org.

[1] Plug-In Electric Vehicle Analysis of Wisconsin, RENEW Wisconsin and University of Wisconsin-Madison Energy Analysis and Policy Capstone Project, May 2019.