



ZETA

# ZERO EMISSION TRANSPORTATION ASSOCIATION

## ANNUAL REPORT

Prepared by ZETA Staff

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# A Note from ZETA's Executive Director



There has been a lot of change in 2025 for the EV and battery industry.

Such developments are to be expected when a new administration adjusts priorities and areas of focus, though seldom before have these adjustments been so broad and so rapid.

2025 saw core policies that have driven historic investment and job creation in our sector repealed and others put under intense scrutiny. Despite these headwinds, the Zero Emission Transportation Association (ZETA) has remained committed to our guiding principle of supporting the EV industry's growth and broad EV adoption in the United States.

A key focus of our work this year has been strengthening and deepening the relationships we have cultivated on Capitol Hill. From day one, the legislative team and I have worked diligently to underscore the role that federal policy plays in creating an investment-friendly environment that has encouraged companies to build out the domestic EV and battery supply chain. While some of these policies have recently sunset—or are set to do so in the near future—we are encouraged that several foundational provisions remain intact in forms that continue to enable robust investment in the United States.

In parallel with our advocacy efforts, ZETA has taken a leading role in several legal and regulatory challenges to dramatic changes to clean vehicle standards that harm our industry. These efforts include litigation related to NHTSA's Corporate Average Fuel Economy standard and the revocation of California's Clean Air Act waivers for Advanced Clean Cars and Advanced Clean Trucks, as well as regulatory comments opposing the proposed rescission of EPA's endangerment finding and the repeal of GHG standards for light-, medium-, and heavy-duty vehicles, among other key issues.

Our efforts have not been limited to inside-the-beltway. This year, we were proud to host several in-district events through the ZETA Education Fund in [Savannah, Georgia](#) and [Reno, Nevada](#). These events highlighted the exceptional work being carried out by ZETA member companies in their local communities. In Reno, we spent two days touring Panasonic, Redwood Materials, and Lithium Americas facilities, gaining valuable insight into the region's rapidly expanding EV and battery ecosystem. In Savannah, we convened an EV showcase at Savannah Technical College. Both events featured roundtable discussions with ZETA members, local officials, and the regions' Member of Congress, creating high-impact opportunities to highlight industry progress through earned media and strategic advertising campaigns.

Looking ahead, ZETA and the industry continue to face exciting opportunities for growth. We remain committed to strong, proactive advocacy and to defending the policies that are propelling the growth of the EV and battery supply chain while expanding EV adoption across the nation. At the same time, we will further expand our public education initiatives to counter misinformation and ensure that policymakers and consumers alike understand the unique benefits of electric transportation. We look forward to working with our members and partner organizations to advance this important work together.

**Albert Gore**  
Executive Director

# Mission

A photograph of a worker in a factory setting, wearing a dark t-shirt and safety glasses, looking towards a large industrial robotic arm. The background is filled with complex machinery, including yellow and orange robotic arms and conveyor systems, suggesting an automotive manufacturing environment. The lighting is bright, typical of an industrial facility.

The Zero Emission Transportation Association (ZETA) is a federal coalition focused on advocating for the advancement of the electric vehicle supply chain. ZETA is committed to enacting policies that drive EV adoption, create hundreds of thousands of jobs, and maintain American EV manufacturing dominance in global markets.

# History

ZETA was formed in November 2020 at a moment when electric vehicle adoption was just starting to accelerate in the United States. As the first coalition of its kind representing the entire EV supply chain, ZETA was created to provide a unified voice for a young industry that is attracting significant investment and job creation opportunities in communities across the country.

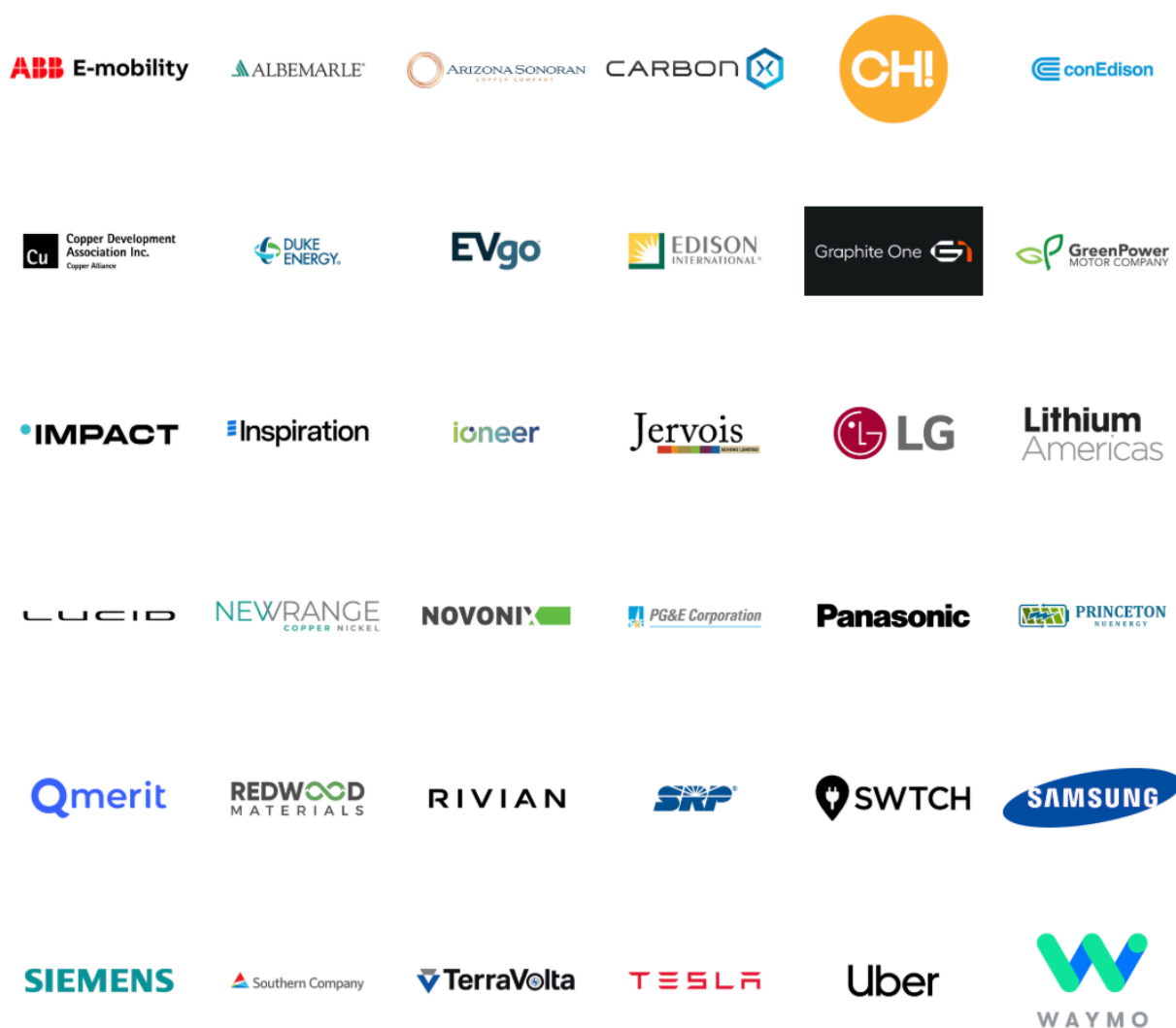
## ZETA and the ZETA Education Fund

ZETA operates under a 501(c)(4) organizational structure and via the affiliated 501(c)(3) Zero Emission Transportation Association Education Fund (ZETA Education Fund). ZETA is member-backed and focused on enacting policies that drive EV adoption. Meanwhile, the ZETA Education Fund is focused on educating the public on the benefits and opportunities associated with broad EV adoption, including the creation of hundreds of thousands of jobs and maintaining American EV manufacturing dominance in global markets.



# Membership

ZETA's membership includes more than 40 companies across the EV and battery supply chain, including critical minerals producers, battery and vehicle manufacturers, charging companies, energy and electricity providers, battery recyclers, and more. ZETA member companies are leaders in the industry and serve as our chief collaborators by sharing unique information, counsel, and resources that help inform our policy development and public education efforts. Through membership in ZETA, this group of stakeholders coordinates public education, policy development, and federal advocacy to promote EV adoption in the United States.



# Staff Updates in 2025



In January, ZETA welcomed Corey Cantor to the team in the newly created role of Research Director. Corey joined ZETA following five-and-a-half years covering the North American EV market, vehicle economics, and global EV policy for BloombergNEF. In his new role, Corey has expanded ZETA's ability to provide deep policy and statistical analysis for communications with policymakers. He has also taken on public spokesperson responsibilities primarily focused on EV market commentary, and provides extra value for ZETA members through exclusive briefings on the market.



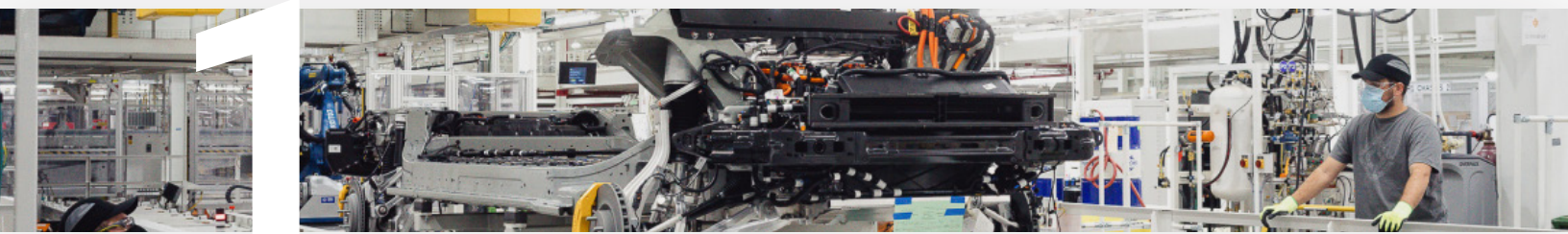
ZETA welcomed Pat Halpin to the team in May as ZETA's Regulatory Director and General Counsel. Prior to joining ZETA, Pat served at the U.S. Department of Transportation for more than 10 years working for multiple modal administrations and in the Office of The Secretary. While at DOT, Pat's work focused on administrative law, intellectual property, and environmental law, advising senior leadership on high-stakes legal matters, most recently serving as Deputy Assistant Chief Counsel at the Pipeline and Hazardous Materials Safety Administration (PHMSA). At ZETA, Pat has taken the lead in all regulatory matters and ZETA's litigation efforts regarding the protection of the Endangerment Finding, Greenhouse Gas Emissions Regulations, California's EPA Waiver, and more.

In addition to Corey and Pat joining the team full-time, the ZETA team would like to recognize the work of Claire Gibbs who served as Special Projects Manager overseeing district-level events during a short-term contract earlier in the year, and our Policy Fellows, Matthew Wolverton and Aliyah Erskine.



# Policy Efforts & Advocacy

# ZETA Policy Platform



## PILLAR 1

### EV Supply Chain Development and Global Competitiveness

Promote federal policies that expand consumer access to electric vehicles, promote global competitiveness and domestic manufacturing, and accelerate fleet electrification across all vehicle classes.

- > Support existing federal investments in the domestic EV, battery, and mineral sectors.
- > Promote policies to expand workforce development in EV, battery, and mineral supply chains.
- > Support policies to create a federal framework for EV battery recovery and recycling to increase domestic supply of critical minerals.
- > Promote American supply chain resilience and competition with adversarial nations, such as China, through aggressive development of our domestic mineral and battery production capacity in balance with market access for allied countries.



## PILLAR 2

### Domestic Critical Mineral and Material Development

Strengthen America's EV supply chain and ensure a secure supply of strategic hardrock minerals.

- > Maintain direct and indirect materials costs and extraction costs as eligible under the Section 45X Advanced Manufacturing Production Tax Credit.
- > Reduce barriers in the permitting process while maintaining high environmental and worker safety standards.
- > Rapidly scale up domestic battery recycling capacity to support battery manufacturing goals.
- > Create a grant program for mining schools to recruit students and develop a workforce for the critical minerals and materials sector.

# ZETA Policy Platform

## 3

### PILLAR 3

## EV Charging Infrastructure Deployment

Educate stakeholders about federal policies that expand the national electric vehicle charging infrastructure network.

- Promote continued deployment of national public charging infrastructure, through state Departments of Transportation.
- Support the tech-neutral Section 30C Alternative Fuel Vehicle Refueling Property Credit and assist with its full implementation.
- Support efforts to standardize and simplify the EV charging experience through the continued development of connector requirements and interoperability standards.
- Promote electric vehicle infrastructure deployment in rural areas.

## 4

### PILLAR 4

## Advancing EV Battery and Charging Safety

Support programs that advance research and first responder training programs to promote safety as electric vehicle adoption accelerates.

- Support federal legislation that advances first responder education and training in electric vehicle charging and battery systems.
- Align federal and state policymakers on developing safety standards in the EV sector.
- Improve federal data-gathering efforts and increase public awareness of battery safety information.
- Support federal resources for continued research and development into battery safety innovation.
- Create a universal battery manufacturing curriculum through the Department of Energy's Battery Workforce Initiative.

# Congressional Advocacy

In 2025, a significant portion of ZETA's lobbying efforts focused on communicating the local impact of the electric vehicle supply chain and the importance of policies that incentivize domestic production.

Ahead of the passage of H.R. 1, the One Big Beautiful Bill Act, ZETA and our member companies coordinated to articulate the value of the suite of tax credits that derisked domestic investment in EV and battery manufacturing. Over the course of seven months, ZETA met with numerous Congressional offices on a bipartisan and bicameral basis, and particularly intensively with Republican Committee staff and personal offices from Arizona, Georgia, South Carolina, North Carolina, Ohio, Tennessee, Michigan, Nevada, and more.

ZETA also worked to support our members' ability to track our Congressional engagement during the budget reconciliation process. Our team developed and maintained a Tax Strategy Dashboard, accessible in the ZETA Member Portal, where member companies had access to talking points, meeting trackers, one-pagers, and key updates.



A key feature of ZETA's reconciliation advocacy was our Annual Spring Fly-In. The event brought together 40 representatives from 22 member companies to meet with Members of Congress and their staff. Meetings largely focused on our organization's tax priorities. Importantly, executives from LG, Samsung, ABB, Lucid, Jervois, and Siemens participated. Over the two days, ZETA organized 48 meetings, particularly targeting Republicans sitting on the Committee on Ways and Means in the House and the Committee on Finance in the Senate. The fly-in also included a reception hosted by Rep. John James (R-MI) in the Committee on Natural Resources hearing room, featuring remarks from Rep. Pete Stauber (R-MN).

This year, ZETA also worked with the House Sustainable Energy and Environment Caucus to organize industry briefings for senior staff from the offices of Minority Leader Jeffries, Minority Whip Clark, the Committees on Ways and Means, Energy and Commerce, Transportation and Infrastructure, Natural Resources, as well as other EV champions. The first of these briefings took place during the course of our spring fly-in and focused on the reconciliation process; the second occurred in November, focused on messaging strategy.

Beyond budget reconciliation, ZETA engaged with the Hill on key legislative issues, including permitting reform, EV and battery safety, charging infrastructure programs, battery recycling, and more.

## Advocacy Highlights

Engaged on

**18**

Pieces of Legislation

Endorsed

**7**

Pieces of Legislation

Participated in

**180+**

Hill Meetings

Hosted

**5**

Congressional Briefing





# Regulatory & Litigation Efforts

## Public Comments

ZETA continued its substantive engagement with regulatory agencies in 2025, building on efforts from prior years and addressing emerging challenges. The regulatory team analyzed proposed and final rules for members, worked to identify areas of consensus across the ZETA coalition, and delivered comments to federal agencies through the notice-and-comment rulemaking process across a variety of issues. The team also engaged directly with agencies through member-led meetings and other communications to ensure that the voice of the EV industry is heard and that policymakers are equipped with the most accurate information available when crafting regulations that impact the EV supply chain.

ZETA submitted nine written regulatory comments to various federal agencies in 2025 including the Environmental Protection Agency, Department of Energy, Department of Commerce, Department of Transportation, Department of the Interior, and United States Trade Representative.

These include:

### **ZETA Comments on U.S. Department of Commerce, Bureau of Industry and Security (BIS) Section 232 National Security Investigation of Imports of Processed Critical Minerals and Derivative Products**

- > ZETA submitted comments to BIS explaining the important role critical minerals play in EV and battery manufacturing. Our comment provided a thorough discussion of various critical minerals integral to the EV supply chain, global and domestic supply chain constraints, and how additional tariffs on processed or derivative products pose domestic manufacturing and national security concerns.

[Read the comment.](#)

### **U.S. Department of Interior, U.S. Geological Survey in response to the Draft 2025 Critical Minerals List**

- > ZETA's response to the draft critical minerals list provided background on how increasing EV sales has driven American industry to invest aggressively in upstream capacity - including domestic mining, processing, and recycling of critical minerals. Despite these investments, supply chain constraints continue to exist on domestic inputs of critical minerals. ZETA commended the Administration's addition of copper to the Critical Minerals List because of its importance to the EV supply chain.

[Read the comment.](#)

### **U.S. Environmental Protection Agency in response to the proposed revocation of the 2009 Endangerment Finding and greenhouse gas vehicle standards**

- ZETA's comments urged the EPA not to rescind the 2009 finding that greenhouse gas (GHG) emissions from motor vehicles may reasonably be anticipated to endanger public welfare. The comment goes on to explain the legal basis for EPA's authority under the Clean Air Act to regulate GHG emissions from motor vehicles and the scientific case for why anthropogenic climate change is occurring and causing present and future harms. Moreover, ZETA's comment details the significant business reliance interests of ZETA members and how revoking the endangerment finding would upset billions of dollars of investment made in reliance of the 2009 finding.

[Read the comment.](#)

### **U.S. Department of Energy in response to the Climate Working Group report "A Critical Review of Impacts of Greenhouse Gas Emissions on the U.S. Climate"**

- ZETA submitted comments on this report as the scientific basis cited in the EPA's proposal to revoke the 2009 finding that GHGs from motor vehicles may reasonably be anticipated to endanger public welfare. ZETA's comment raises concerns with the processes and resulting conclusions in the DOE Climate Working Group's (CWG) report. Specifically, ZETA argues the CWG report has several fundamental flaws that undermine the credibility of the report's findings and create dangerous precedent for future scientific assessments—both those by DOE and other federal agencies. When agency scientific evaluations stray from established methods, they undermine the predictable regulatory environment that businesses depend on for strategic planning and capital allocation, making it difficult for companies to function efficiently in both home and global markets. [Read the comment.](#)

### **U.S. Department of Transportation, FHWA on the final guidance for the NEVI program**

- ZETA responded to the final guidance document issued by FHWA for the NEVI program. ZETA's comment highlighted areas where the guidance streamlined program requirements. We also expressed concerns about owner-operator language included in this program guidance, and encouraged use of tech-neutral requirements for EV-charging connectors at NEVI-funded sites. [Read the comment.](#)



### **U.S. Department of Transportation in response to the Surface Transportation Reauthorization Request for Information**

- ZETA provided an overview of our member's Surface Transportation Reauthorization priorities to DOT. For example, ZETA supports the ability of states and local governments to use their discretion about whether to allow alternative fuel vehicles like EVs to use high-occupancy vehicle (HOV) lanes on federal highways. ZETA requested DOT clarify MUTCD signage eligibility for EV charging stations to support private sector investment. ZETA also asked the Department to coordinate with Congress to reauthorize and fund this, NEVI, and the Low or No Emissions Grant Program. [Read the comment.](#)

### **U.S. Department of Energy in response to the request for information on the 2026 Critical Materials Assessment**

- ZETA's comment made the case why EVs and battery technologies should receive due consideration by DOE in the 2026 Critical Materials Assessment. We provided DOE with a detailed primer on materials of interest to the EV supply chain, supply chain constraints, and potential timelines for domestic production capabilities. Our comment also discussed market dynamics applicable to the critical materials and critical minerals utilized in manufacturing EVs, and encouraged DOE to harmonize the criteria and definitions used in the USGS critical minerals list and the DOE list of critical materials. [Read the comment.](#)

### **U.S. Department of Commerce, Bureau of Industry and Security Section 232 National Security Investigation of Imports of Robotics and Industrial Machinery**

- ZETA submitted comments detailing how imports of robotics and industrial machinery play a key role in domestic manufacturing of EVs and across the domestic EV supply chain. Moreover, our comments explained how the U.S. does not currently have viable domestic alternatives for industrial machinery and why the imposition of tariffs on imported intellectual property and highly specialized industrial machinery creates a national security risk by compromising the economic case for investing in next-generation U.S. manufacturing. [Read the comment.](#)

### **USTR in response to the United States Canada Mexico Agreement (USMCA) Review**

- ZETA submitted comments in support of continuing the USMCA as a trilateral agreement. Specifically, our comments detail billions of dollars of investments made by ZETA members, and thousands of jobs created, based on the benefits of the USMCA. [Read the comment.](#)

## Litigation

In 2025, ZETA advanced its members' strategic priorities through targeted litigation in Federal court to safeguard the integrity of key environmental and transportation standards. Working in close collaboration with member companies and State partners, ZETA actively defended California's Clear Air Act Waivers and the National Highway Traffic Safety Administration's (NHTSA) Corporate Average Fuel Economy (CAFE) standards—critical mechanisms for reducing greenhouse gas emissions and promoting the transition to zero-emission transportation. These coordinated legal efforts reflect ZETA's continued commitment to ensuring that federal policy frameworks remain aligned with long-term sustained growth of the EV industry.

### **California Clean Air Act Waivers Litigation**

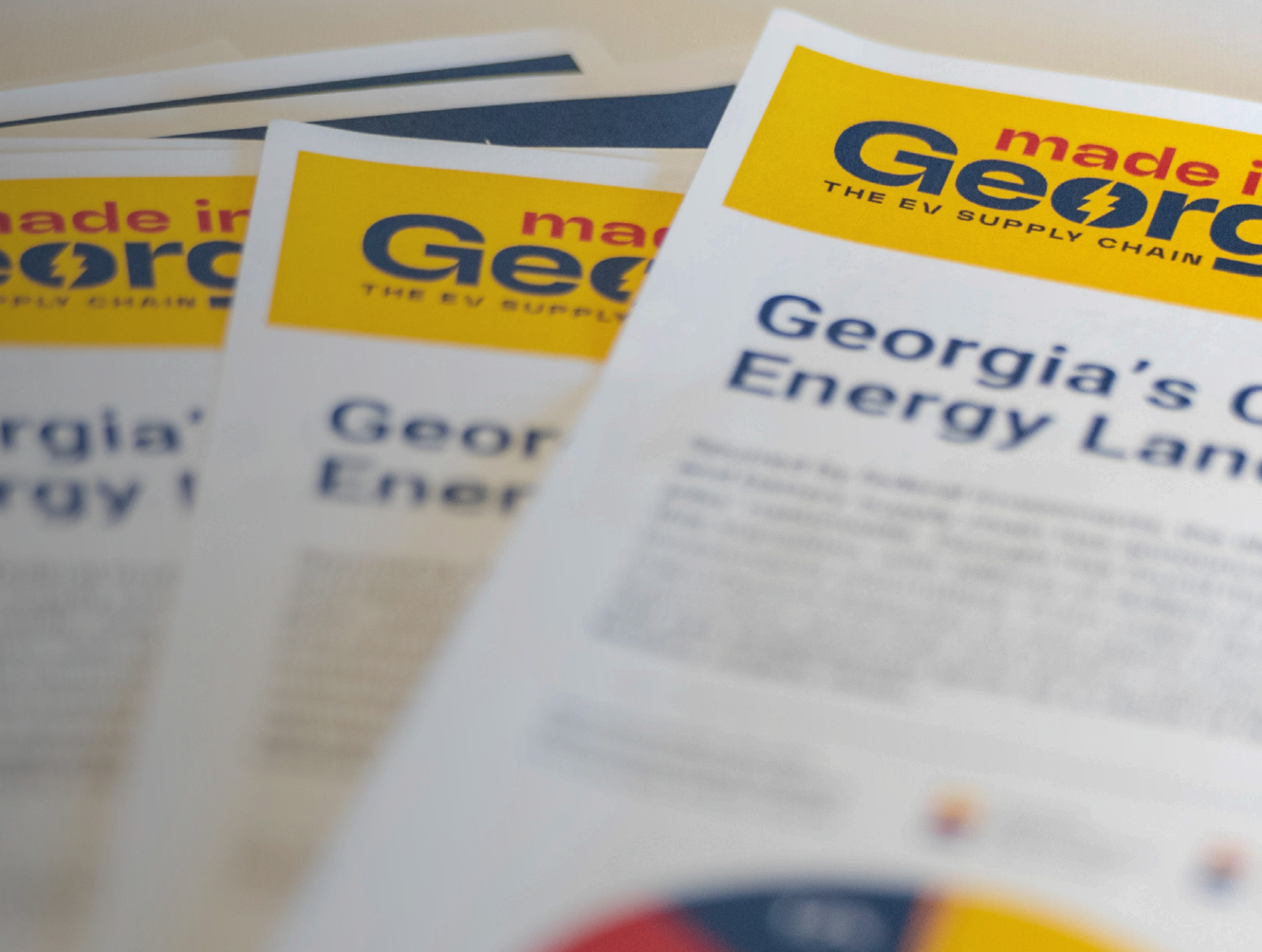
The State of California filed suit in the Northern District of California District Court against the Trump Administration following the revocation of California's Clean Air Act (CAA) Waivers by Congress under the Congressional Review Act (CRA). ZETA filed a lawsuit requesting to intervene on behalf of the State of California in support of their challenge.

ZETA's lawsuit argues that the CAA waivers granted to California should be reinstated based on three legal theories. First, the EPA violated the Administrative Procedures Act by submitting CAA waivers as rules to Congress. Second, EPA lacked statutory authority to reclassify the CAA waivers from adjudicatory orders into rules. Finally, ZETA argues that Congress exceeded its authority under the Constitution and violated the principle of separation of powers by revoking the CAA waivers by executing a core function of the Executive branch. ZETA currently awaits the District Court's decision on its motion to intervene on behalf of the plaintiffs.

### **NHTSA Interpretive Rule Challenge**

NHTSA filed a final interpretive rule in June 2025 prohibiting consideration of EVs when determining fuel economy regulations and enforcement of CAFE standards. ZETA filed a petition for review of this rule in the D.C. Circuit Court. The case was transferred to the First Circuit Court and consolidated with other petitions challenging the same NHTSA rule.

ZETA's lawsuit argues the rule should be overturned because it is contrary to the Energy Policy and Conservation Act of 1975 (EPCA) and the rule violates the APA. ZETA's suit asks the court to vacate the rule and order NHTSA to issue compliance notification to manufacturers for all model years up to 2024. ZETA currently awaits the court's decision to place a portion of the case into abeyance pending NHTSA's latest CAFE rulemaking.



# Policy Development & Programming



## WHITE PAPER

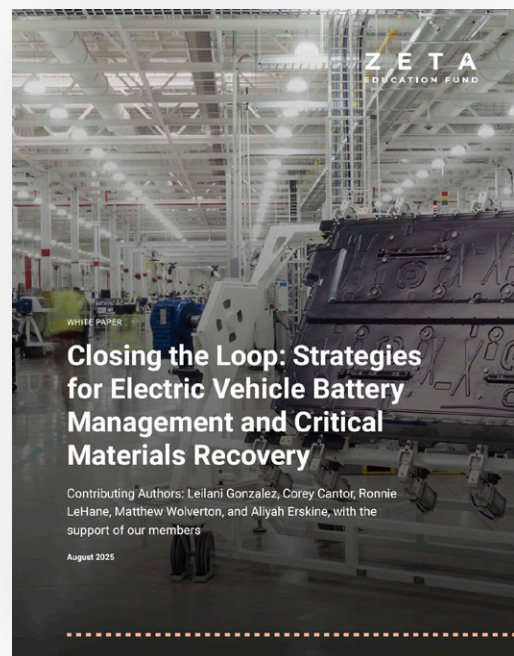
# Battery Recycling in the United States

While many in industry and the policymaking space are familiar with the more mature sectors of the EV battery supply chain, EV battery recycling is still nascent and years away from mass production. Nevertheless, the market is poised to grow dramatically in the years ahead. According to data from BloombergNEF, EV battery recycling in the U.S. could conceivably produce enough material to produce 1.55 million EVs in 2035.

Currently, there are nearly twenty EV battery recycling sites in operation or planned in the U.S., representing around \$9.65 billion in investments. Despite this promise, the road ahead will be challenging as the policy landscape remains uncertain, the rules of the road are yet to be written and there will be a time lag before production can really take off.

**ZETA's Response:** The team developed a new white paper on EV battery recycling entitled: [Closing the Loop: Strategies for Electric Vehicle Battery Management and Critical Materials Recovery](#) through the ZETA Education Fund. The paper spanned nearly 70 pages, including a market overview, a discussion on the challenges and opportunities arising from EV battery recycling, international comparisons, state case studies, and policy recommendations.

The paper involved many of ZETA's internal team, outside experts, and the involvement of member companies interested in the space. Work on the white paper commenced in late 2024 and final publication occurred at the end of August 2025, following a robust review and editing process with ZETA's members.



## Key Takeaways from the Paper

- Battery recycling should be a strategic pillar of U.S. industrial policy that reduces dependence on adversary-controlled critical mineral supply chains while supporting energy security, economic competitiveness, and national defense.
- The majority of end-of-life EV battery packs are currently being exported to China. By scaling up domestic EV battery recycling, we can anchor more critical mineral value here at home and improve supply chains with allied trade partners.
- Advanced battery recyclers are scaling rapidly, driven by market forces—over 20 facilities have been announced or are operational across the U.S., supported by more than \$9.65 billion in private investment.
- Although battery recycling is gaining momentum, challenges still remain, such as transportation barriers, cost responsibilities, regulatory oversight, and a lack of consistent collection and labeling standards. Clearer federal guidance and stronger industry coordination will be key to building a cohesive national battery recycling strategy.
- A market-based approach—backed by clear policy guardrails—is essential. Federal and state leaders should adopt flexible, performance-based regulations, provide incentives for recycled content, and invest in infrastructure and R&D to accelerate recovery capacity.

Following the white paper's publication, the team published additional blog content, social media posts, and newsletter content to augment the paper's launch. ZETA's Policy Director hosted a Congressional briefing highlighting the key findings of the paper, alongside ZETA member companies. Afterwards, ZETA's Research Director moderated a virtual fireside chat with BloombergNEF's Dr. Andy Leach, covering the future of the EV battery recycling market, market opportunities and challenges, as well as needed policies to accelerate the sector's growth.

## Conferences & Briefings



### Benchmark Week | November 18, 2025 in Los Angeles, CA

- > ZETA's Albert Gore spoke on a panel at Benchmark Week on the importance of international partnerships for critical mineral supply chain security. He discussed the impact of tariffs and business certainty on investment. Other panelists included Michael Schmidt from the German Raw Materials Agency, Mitchell Smith from the Battery Metals Association of Canada, and Marina Demidova from the Cobalt Institute. The panel was moderated by Adam Panayi from Benchmark Mineral Intelligence.



### Electrify Expo | October 17, 2025 in New York, NY

- > ZETA's Corey Cantor joined a powerhouse panel alongside Marcy Bauer from ZETA member EVgo; Alexander Schleicher of BMW Group; and Seth Cutler of IONNA. Together, they unpacked the rapid acceleration of public EV charging infrastructure across the U.S. — what's driving it, what challenges remain, and how industry collaboration is paving the road ahead. The panel was moderated by Ash Wang from BloombergNEF.



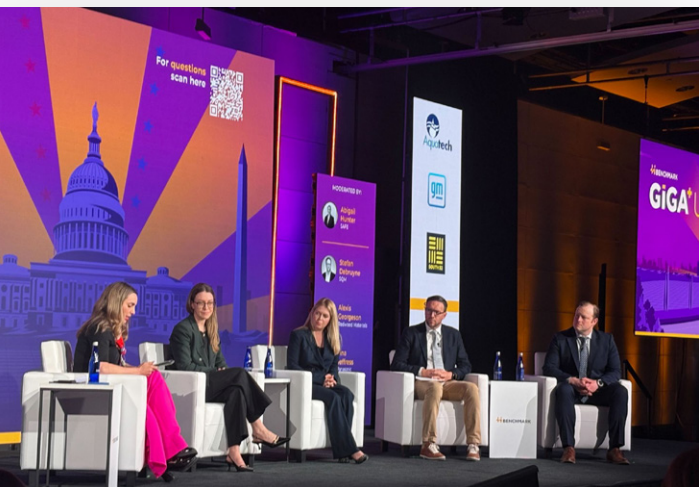
### Climate Week NYC | September 23, 2025 in New York, NY

- > ZETA's Albert Gore joined a conversation with Liane Randolph from the California Air Resources Board and Josh Green from Inspiration Mobility Group about the future of the EV industry and the role of public policy. Dominic Phinn from Climate Group moderated the panel.



### **Closing the Loop: Strategies for Electric Vehicle Battery Management and Critical Minerals Recovery | September 17 in Washington, DC**

- > The ZETA Education Fund hosted a Congressional Briefing to discuss EV battery recycling in the United States, and to highlight our latest white paper, “Closing the Loop: Strategies for Electric Vehicle Battery Management and Critical Materials Recovery.” The panel featured Devin Horne from Rivian, Paul Dorsey from Samsung SDI, Stephen C. Snyder from Princeton NuEnergy, and Nathan Nye from Tesla. ZETA’s Leilani Gonzalez presented an overview of the paper’s findings and moderated the conversation.



### **Benchmark’s Giga USA 2025 | June 3, 2025 in Washington, DC**

- > ZETA’s Albert Gore and Rebecca Konolige spoke at Benchmark Mineral Intelligence’s Giga USA in Washington, DC. Albert joined a panel with ZETA Members Panasonic Energy Corporation of North America and Redwood Materials to discuss building out the domestic supply chain. Meanwhile, Rebecca’s panel covered the permitting environment for gigafactories and mineral facilities in the United States.

### **Clean Manufacturing in America | February 26, 2025 in Washington, DC**

- > ZETA’s Leilani Gonzalez joined the Environmental and Energy Study Institute for a briefing on manufacturing in the United States. The panel featured Tom Lewis, Federal Policy Manager at the BlueGreen Alliance, Charlie McCrudden, Director of Government Affairs at Daikin US, and Nora Wang Esram, Senior Director for Research at The American Council for an Energy-Efficient Economy. They discussed how American jobs and the energy transition can go hand-in-hand, and how policymakers can leverage the green manufacturing boom.



## **Growing Partnerships and Investments to Onshore Manufacturing of the Electric Vehicle Supply Chain | January 23, 2025 in Washington, DC**

- ZETA's Albert Gore joined a Congressional Briefing with Brendan Riley, President and Director of GreenPower Motor Company Inc. and Bartek Kras, Vice President, CTO, Cofounder, Impact Clean Power Technology, S.A. to discuss heavy-duty vehicle electrification and onshoring the supply chain in the United States. Senator Martin Heinrich hosted the briefing and delivered remarks.

## Webinars

### **Record Q3 Sales and What's Next | October 28, 2025**

- The ZETA Education Fund hosted a webinar between Stephanie Valdez Streaty, Director of Industry Insights at Cox Automotive, and ZETA's Corey Cantor to discuss the data following a record-setting quarter of sales. They also discussed what to expect going forward following the end of the EV tax credits.

### **A Conversation on EV Battery Recycling | September 18, 2025**

- The ZETA Education Fund hosted a conversation between Dr. Andy Leach, Senior Associate, Energy Storage for BloombergNEF and ZETA's Research Director Corey Cantor about progress in battery recycling. The conversation included key takeaways from the team's white paper on the topic.

### **What's Happening with EVs—And What It Means for Multifamily Charging | April 4, 2025**

- ZETA's Corey Cantor joined 3V Infrastructure's CEO Aubrey Gunnels for a conversation about the state of the EV market and multifamily charging infrastructure.



## CASE STUDY:

## Nevada Event

In March 2025, the ZETA Education Fund hosted a two-day event in Reno, Nevada, bringing together federal, state, and local leaders to discuss the significant EV and battery supply chain investments that are creating jobs and economic opportunities in the region.

Nevada finds itself as a key cog in the American EV and battery supply chain. With the largest currently known source of lithium in the country—19 times more than the next state on the list—Nevada is unique.

During the two-day event, the ZETA Education Fund team, along with our partners, hosted three site tours of Panasonic Energy of North America, Redwood Materials, and the Lithium Americas Technical Center. The tours provided attendees with the unique opportunity to see the industry's work in action throughout the supply chain and ask questions about future growth in Nevada.



More than  
**\$13 billion**  
 of investment in Nevada has been announced since 2020

**86%**  
 of these investments are in critical mineral and battery manufacturing

These investments are expected to support  
**6,800 new jobs**

Thanks to this growth,  
**Nevada is ranked 2nd in terms of the fastest job growth**  
 between 2023-2024

EV sales in Nevada grew  
**18%**  
 in 2024

Nevada had the  
**5th highest share of EV sales**  
 in 2024 among U.S. states



*"Panasonic Energy is proud to drive economic growth in Nevada, where we employ more than 4,200 production and support workers. We're also working with key partners like Redwood Materials to strengthen the state's role as a hub for advanced manufacturing and next generation technology."*

*"We appreciate the support of policymakers like Governor Lombardo, Representative Amodei, and Senators Cortez-Masto and Rosen, who, along with local leaders, are striving to make every stage of the EV supply chain in Nevada a reality."*

– **Allan Swan**, President, Panasonic Energy of North America



*"We are working a lot with some of the technical colleges and universities, we're hiring a bunch of great engineers and folks in operations all across the business, to build and scale the U.S. battery supply chain here in America for the first time."*

– **Alexis Georgeson**, VP Government Relations & Communications, Redwood Materials



*A lot of people are talking about the future of the industry, and the future of EVs. Well it's now, it's here. This is working. Let's make sure it keeps working, keeps growing, and keeps providing the success stories that it has for Western Nevada.*

– **U.S. Representative Mark Amodei**, (NV-02)

In addition to touring these facilities, the event also included two days of programming: a session at the University of Nevada, Reno, and panels at Redwood Material's headquarters.

Key highlights included:

- A panel featuring Congressman Mark Amodei (NV-02); Redwood Materials Founder and CEO JB Straubel; and Panasonic Energy of North America President Allan Swan; moderated by Nevada Governor's Office of Economic Development Executive Director Tom Burns.
- Remarks by Dr. Jeffery Thompson, Executive Vice President and Provost at the University of Nevada, Reno, followed by an academic panel featuring leading faculty.
- A local business panel, moderated by Ann Silver, CEO of the Reno + Sparks Chamber of Commerce, featuring City of Sparks Mayor Ed Lawson; Chris Reilly, State Infrastructure Coordinator in the Office of the Governor; Suzanne Groneman, Environmental Services Manager for the City of Reno; and Ryan Bellows, Vice President, Government & External Relations at NV Energy.





CASE STUDY:

# ZETA + Climate Week NYC

ZETA took part in September's Climate Week NYC with a mid-morning lunch event tackling a number of timely topics in the electric vehicle and battery space. The event brought together more than 70 attendees that were hand-selected from the private industry, finance, state and federal government, startups, non-profits, and NGOs. Many different facets of the EV supply chain were represented, including automakers, battery manufacturers, recyclers, charging companies, utilities, and more.



The purpose of the event was to highlight ZETA's efforts over the past year, while bringing together this diverse group to help move the industry forward. Taking place at ZETA's partner Jenner & Block, the event was held in Midtown Manhattan.

The programming kicked off with opening remarks by ZETA's Executive Director, Albert Gore, and a market presentation by ZETA's Research Director, Corey Cantor. This was followed by a fireside chat between Albert Gore and Jenner's Meaghan Greenfield, covering the litigation efforts against the Trump Administration's decision to revoke the endangerment finding on greenhouse gas emissions. Leilani Gonzalez, ZETA's Policy Director, moderated a panel with three ZETA members - Lucid, Panasonic and Ioneer - on the state of the supply chain and industry following reconciliation. The event closed with keynote remarks by LG's President of North America, Bob Lee, and remarks from a special guest - former Vice President Al Gore.

Following the end of the formal program, attendees were treated to a networking lunch in a room overlooking midtown Manhattan.





## CASE STUDY:

# EV Fire Safety Solutions Summit

Every driver deserves to feel safe in their car—regardless of drivetrain. As electric vehicles continue to gain popularity, it's important to acknowledge that new technologies come with unique considerations. While EV fires are uncommon, we know that strong coordination with first responders is a necessity to maximize public safety. Our goal is for the industry to be proactive and ensure that consumers and first responders are informed, prepared, and equipped with the necessary tools and knowledge to handle EV-related incidents when they occur.

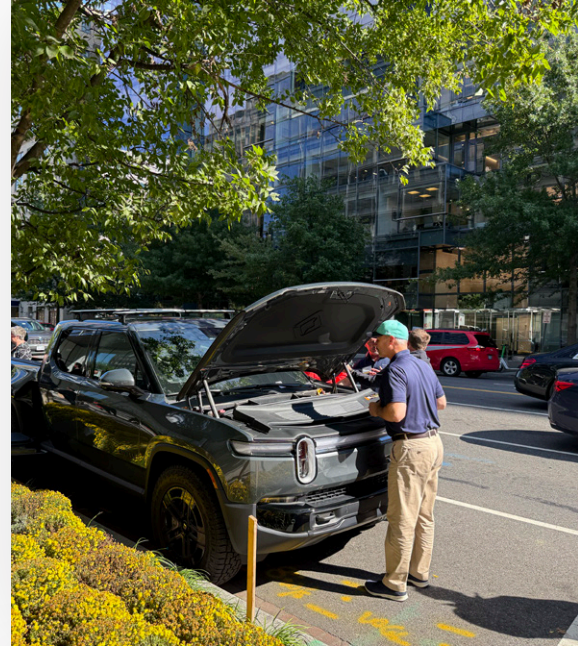


On October 15, the ZETA Education Fund and the National Electrical Manufacturers Association (NEMA) hosted a full-day event titled 'Fire Safety Solutions Summit: EVs and Next-Gen Manufacturing.' The event featured workshops covering safety protocols, electrical code, resource and training gaps, parking structures, coastal fire response, post-incident protocol, and more.

Representatives from ZETA, NEMA, and the Alliance for Automotive Innovation joined participants from the International Association of Fire Fighters, the International Association of Fire Chiefs, the National Volunteer Fire Council, National Fire Protection Association, UL, Fire Safety Research Institute, Congressional Fire Services Institute, the ICC, and more.

Some of our intended outcomes:

- Identify policy gaps between industry and first responders regarding fire safety and discuss potential solutions and next steps.
- Develop key relationships between fire response stakeholders and industry.
- Better align the industry and fire response experts on EV battery and charging issues.
- Improve the distribution and coordination of publicly available resources developed by fire stakeholders or industry on the topic of EV fire safety.
- Facilitate improved communication and ongoing connectivity between first responder groups and the EV industry (including in-house fire engineers and policy leads).



Looking ahead, ZETA plans to build on the key takeaways from the event and establish ongoing workstreams for collaboration, policy development, and resource sharing between industry and emergency response groups.

**Lithium**  
Americas

**ZETA**  
ON FUND

**Communications**

## News Coverage

ZETA expanded its focus on local media coverage as part of its communications strategy in 2025. The following includes highlights from these efforts, along with coverage in several national publications.

### LOCAL PRESS:

#### Georgia's 'Battery Belt' can lead world in auto manufacturing innovation

##### **Savannah Morning News**

ZETA's Albert Gore and Savannah Chamber of Commerce President & CEO Bert Brantley make the case for continued investment in the EV and battery supply chain in the state of Georgia. The op-ed emphasizes the importance of policy certainty to encourage investment.

*"Investing in the electric vehicle and battery supply industry goes beyond simply electrifying our transportation sector: it's about creating well-paying jobs for American workers, driving economic growth in communities across the country, lessening costs for consumers and businesses and reducing our reliance on foreign made goods."*

– wrote ZETA's **Albert Gore** and Savannah Chamber of Commerce President & CEO Bert Brantley in a joint op-ed in the Savannah Morning News

#### Trump takes aim at the 'EV mandate.' What it might mean for Georgia

##### **The Atlanta Journal-Constitution**

In this article, ZETA's Albert Gore is quoted warning that federal rollback of EV incentives could undermine Georgia's emerging role in EV manufacturing and battery supply-chain investment.

#### Georgia leaders talk EV investments, becoming major player in global market | WTOC

This broadcast covers the ZETA Education Fund business roundtable in Savannah, Georgia. The roundtable brought together public officials and industry to discuss the significant supply chain investment taking place in the state of Georgia.

#### With lithium tax credits at risk, Nevada industry cautions 'the market will devour us'

##### **The Nevada Independent**

In this article, ZETA's Albert Gore is quoted emphasizing the importance of maintaining investment momentum to grow the domestic supply chain, particularly in Nevada.

### [EV advocates warn of Chinese dominance, political fallout from House GOP bill](#) | Detroit News

ZETA's Albert Gore discusses the importance of tax credits as American industry invests to compete with China on the global market.

### [Electric vehicle ownership still lags in Kentucky, even as EV battery projects accelerate](#) WKMS

ZETA's research director Corey Cantor is quoted discussing the importance of battery factories and domestic supply chain development in driving down EV costs and supporting broader adoption.

### [Calculator for drivers thinking about going electric](#) | 6 ABC

This broadcast highlights the electricity vs. gasoline calculator on the ZETA website, and includes an interview with ZETA's Corey Cantor discussing charging versus fueling costs.

#### NATIONAL PRESS:

### [House Republicans target clean energy tax credits and pollution rules in budget proposal](#) Associated Press

Following the release of the draft reconciliation bill, ZETA's Albert Gore was quoted emphasizing the negative impact the proposed policies would have on American competitiveness.

### [Electric vehicle industry gears up for tariff impact](#) CBS News

ZETA's Albert Gore joined Major Garrett on "America Decides" to discuss the state of the EV industry.

### [U.S. reversal on key climate finding spells uncertainty for business](#) | Reuters

Albert Gore says that repealing CAFE standards would be a "backward step" and add "new regulatory uncertainty" that "harms consumers, unsettles markets, and will complicate ongoing business decisions for auto manufacturers."



## Podcasts

### **The fate of the EV tax credits | Volts**

ZETA's Albert Gore joined David Roberts to discuss the fate of the electric vehicle tax credits under the Trump administration. Gore explains how the consumer credit provides a demand-side signal to complement the supply-side manufacturing credits, and why eliminating either would primarily benefit Chinese manufacturers.

### **Tesla's 'Cheaper' Standard Models Land + ZETA's Albert Gore | InsideEVs Plugged-In Podcast**

ZETA's Albert Gore joined Patrick George and Tim Levin for a discussion about how America's battery makers and EV brands are grappling with recent changes at the federal level, and the outlook for the industry in the United States.



### **How EV Data, Battery Prices & U.S. Policy Are Supercharging the Electric Transition: Corey Cantor, ZETA | Grid Connections**

ZETA's Corey Cantor joined Chase Drum to break down the data behind the electric vehicle transition in the U.S. They explore how falling battery prices, expanding public charging infrastructure, and landmark policies like the 30D EV tax credit and 45X manufacturing incentives have accelerated EV adoption and reshaped the auto industry.

## Press Statements

During the past year, ZETA published 23+ press releases to inform the news media, ZETA members, and the general public about our advocacy efforts. Highlights include:

- > [Imposing Tariffs on Allies Risks 'Giving China Greater Trade Leverage Around the World,' According to ZETA's Albert Gore \(February 3\)](#)
- > [ZETA Welcomes Executive Order to Expand Domestic Supply of Critical Minerals to Unleash EV Production in the United States \(March 24\)](#)
- > [New Poll: American Voters Support Federal Investments in Electric Vehicles \(March 31\)](#)
- > [ZETA Statement on Trump Administration's Tariff Announcement \(April 2\)](#)
- > [ZETA Statement on NHTSA Interpretation of the CAFE Program and the Senate's Removal of Enforcement \(June 7\)](#)
- > [ZETA Statement on Trump Administration's Revocation of California Clean Vehicle Waivers \(June 12\)](#)
- > [ZETA Statement On Final Passage of Reconciliation Bill \(July 3\)](#)
- > [ZETA Executive Director Criticizes Attempt to Repeal Endangerment Finding \(July 29\)](#)



## Insights Blogs

### [The Shifting U.S. Car Market](#) | **Corey Cantor**

The U.S. new vehicle market is undergoing a major transition, with electric, hybrid, and plug-in vehicles rising from 2.2% of sales in 2015 to 19.2% in 2024. This trend is expected to continue. Since 2015, BEVs and PHEVs have grown by the fastest compound annual growth rate (CAGR)—at 42%. Hybrid vehicles grew by about 19%, while combustion engine vehicle sales declined by a CAGR of 3% from 2015 to 2024.

### [Nevada's Role in the EV and Battery Supply Chain Goes Beyond Auto Assembly](#) | **ZETA Staff**

Nevada, with the largest known lithium resources in the U.S., is emerging as a vertically integrated hub where mining, refining, battery production, recycling, and vehicle manufacturing can co-locate within 250 miles—earning the nickname “the Lithium Loop.” The state’s development of EV and battery infrastructure is creating jobs and economic opportunity while advancing U.S. supply chain resilience.

### [Building Out the Midstream](#) | **Corey Cantor & Leilani Gonzalez**

While mining has drawn policy focus, the midstream—refining materials into cathode or anode active materials, electrolyzers, and separators—remains the most underdeveloped link in the U.S. battery supply chain. Building capacity in this “missing middle” is essential to reduce reliance on foreign processors and strengthen domestic EV competitiveness.

### [The Key Driver Behind the Growth of EVs in the U.S. and Abroad](#) | **Corey Cantor**

The dramatic decline in battery pack costs—dropping from about \$1,400/kWh in 2010 to \$115/kWh in 2024—is the primary driver behind accelerated EV adoption and improving affordability. Public policies like the 45X manufacturing tax credit further amplify this effect by lowering domestic production costs.

### [Securing Minerals for Motion: The State of American Critical Mineral Production and Strategies for Strengthening EV-Ready Supply Chains](#) | **Matt Wolverton**

U.S. demand for critical minerals (lithium, nickel, cobalt, etc.) is projected to rise more than 23x by 2035, making domestic mining and processing capacity strategically vital. By 2050, EVs are anticipated to account for 90 percent of the critical minerals required for clean technology. However, lengthy permitting, scarce midstream infrastructure, and global dominance by China pose significant challenges to building a robust U.S. supply chain.

### [Ensuring EV and Battery Competitiveness in a Rising Tariff Landscape](#) | Corey Cantor

Tariffs aimed at protecting the U.S. auto industry could raise vehicle costs for consumers and complicate supply chains, even as EV adoption grows. Policy and regulatory certainty—especially around incentives—is crucial for preserving U.S. competitiveness and sustaining investment in EV and battery manufacturing.

### [Tax Credit Repeal Threatens Battery Job Boom](#) | Corey Cantor

The booming U.S. EV and battery job market—fueled by nearly \$200 billion in investments since 2020—is at risk if key tax credits (like 45X) are repealed. Removing these incentives could lead to canceled projects and the loss of hundreds of thousands of direct and indirect jobs.

### [EV Fire Safety: ZETA's Commitment to First Responders and Consumer Safety](#) | ZETA Staff

Although EV fires are rare, ZETA emphasizes the importance of proactive safety measures. In particular, it is important to ensure that consumers and first responders are informed, prepared, and equipped with the necessary tools and knowledge to handle EV-related incidents when they occur.

### [Closing the Loop: Why Battery Recycling Is Key to a Resilient EV Supply Chain](#) | Aliyah Erskine

End-of-life EV batteries contain valuable critical materials that, if recycled, can reduce dependence on imports, lower costs, and close supply chain loops. Expanding domestic recycling capacity is essential but will require regulatory clarity, infrastructure investment, and coordination across stakeholders.

### [Electricity versus Gasoline – the key benefit of driving electric](#) | Corey Cantor

EV drivers benefit from far lower per-mile energy costs compared to vehicles powered by gasoline, especially when charging at home over time. Though EVs often cost more upfront, energy cost savings (e.g. \$1,800+ per year in one example) can offset the difference and improve total cost of ownership.

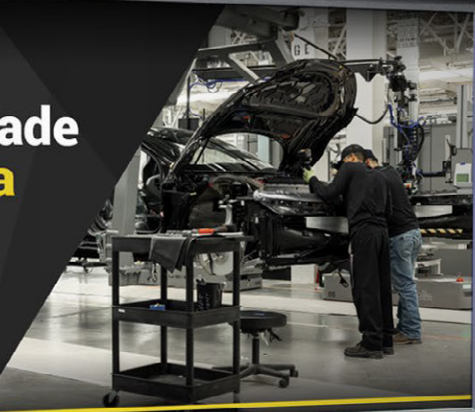
### [State of the EV Market: Five Key Trends](#) | Corey Cantor

ZETA's Corey Cantor recaps his presentation from New York Climate Week, highlighting five key trends illustrating the current status of the EV market and where it may be headed going forward.

## Electric means Made in Arizona

EV manufacturing and related industries are creating jobs in every corner of the state

ZETA.ORG/PHX

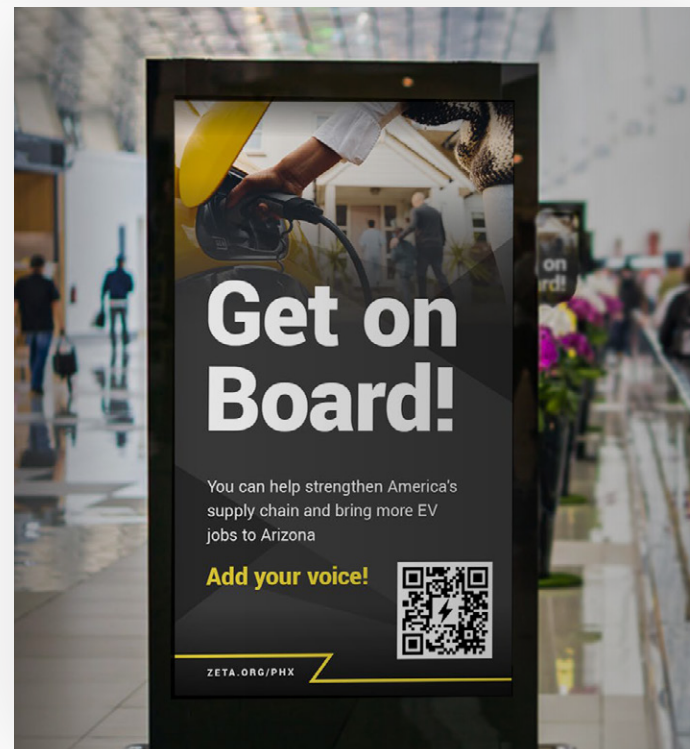



### CASE STUDY:

## Local Paid Communications

In October 2024, the [ZETA Education Fund launched a \\$1.3 million campaign](#) to highlight the EV industry's economic impact in three states—Arizona, Georgia, and Tennessee. The cross-platform campaign included paid communications across multiple platforms, including digital billboards in airports, video and audio streaming services, and digital and social media. The campaign ran from October 2024 until March 2025.

Communities in the three target states have attracted a disproportionate share of investments in the EV and battery supply chain. However, an initial poll conducted in April 2024, showed voters in Arizona, Georgia and Tennessee weren't aware of the job growth and infrastructure improvements in their states. With this in mind, the campaign prioritized messaging to highlight the economic and job opportunities being created by industry investments and the growth of EV charging infrastructure.



 **3 million people reached** in total across three states (AZ, GA, TN), delivered roughly 26 million advertising impressions using video, radio, billboards and social media.

Following the completion of the campaign, the ZETA Education Fund financed a survey in the target states in March 2025 to determine the impact of this messaging. Highlights include:

### **EVs are more popular today**

(57% favorable / 37% unfavorable) than a year ago (47% / 48%). It's clear that a shift from Republicans is a big part of the story (25% favorable / 73% unfavorable last year to 45% favorable / 47% unfavorable today).

### **Voters are more open to buying EVs than ever.**

A year ago, a majority said their next vehicle purchase would definitely not be an EV (50%). Today, that percentage is down to 37%, and the share saying their next vehicle will definitely or probably be an EV has gone up by 3 points (16% to 19%).

### **Voters support the EV policies tested, especially those related to manufacturing.**

Investments in supply chains (68% support / 24% oppose) and factories (63% / 26%) are the most popular. Tax credits are more popular when paired with domestic manufacturing requirements (51% / 39%) and means-testing (51% / 40%) than by themselves (49% / 44%).

### **ZETA Education Fund's advertising is effective and persuasive.**

Manufacturing-themed ads led to a 33-point increase in the percentage of those saying EV manufacturing is creating jobs (38% to 71%) and an 18-point increase in the percentage saying EV manufacturing will create jobs in the future (55% to 73%). Charging infrastructure ads led to a 21-point increase in the percentage saying there are enough chargers (20% to 41%).

## Electricity vs Gasoline Calculator

This tool lets you compare the per-mile cost of 31 gas-powered and 22 electric vehicles, using up-to-date electricity rates and average gas prices across all 50 states. By entering your annual mileage, you can instantly see how much you'll save over time—whether it's for one month or up to 15 years.

Use the calculator below to see how the cost of driving an electric vehicle compares to a gas-powered equivalent:

SELECT A STATE

Alabama

SELECT AN ELECTRIC VEHICLE

Ford F-150 Lightning 4WD

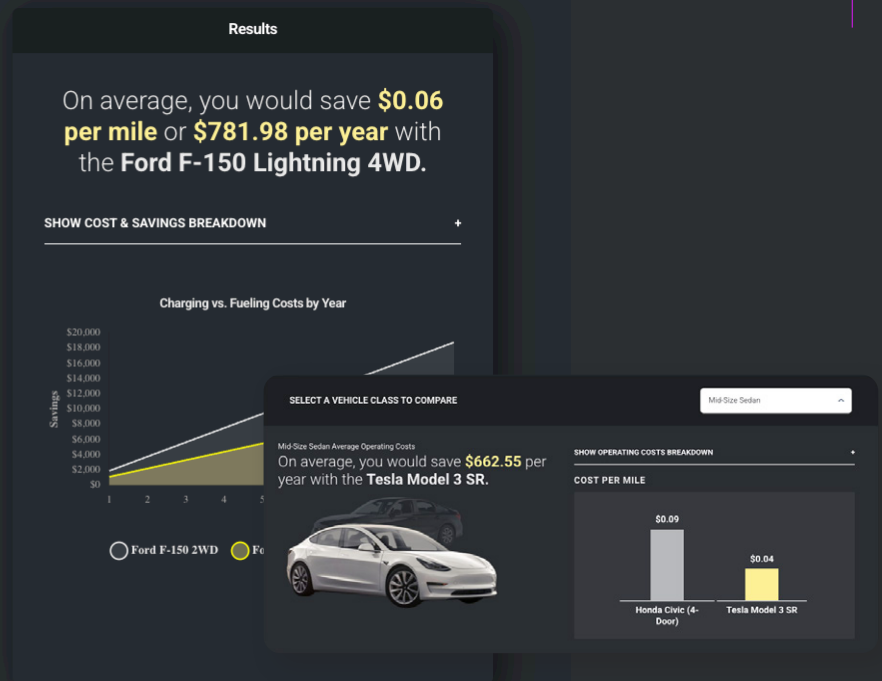
SELECT A GAS VEHICLE

Ford F-150 2WD (4.8 gal/100mi)

SELECT ANNUAL MILES

14k

1k 10k 20k 30k 40k 50k



NEW TOOL:

# Electricity vs. Gasoline Calculator

ZETA has historically released useful “EV vs. Gas” reports, analyzing the cost variation between charging and fueling a personal vehicle. These reports provided data that showed the differences in cost at a national and state level, analysis between equivalent vehicle types (i.e., pickup truck, SUV, and sedan), and monthly cost variation over time.

While the reports were valuable reference tools, they were difficult to update and were not easily accessible to broad audiences.

With this in mind, the team worked with ZETA’s design agency to develop an [online tool](#) to provide this information. The resulting tool lets users compare the per-mile cost of 31 gas-powered and 22 electric vehicles, using up-to-date electricity rates and average gas prices across all 50 states. It also provides information of the cost variation across states, and projects cost savings for the following decade.

# National policies advancing the electric vehicle supply chain.

**Z E T A**

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