



Richard A. Bennett
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THE MAINE SENATE
132nd Legislature

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**Joint Standing Committee on Housing and Economic Development on
LD 1324, An Act to Protect Maine Consumers Shopping for Electric
Vehicles from Deceptive Advertising and Marketing Practices
Friday, May 2, 2025**

Good morning, Senator Curry, Representative Gere, and esteemed members of the Joint Standing Committee on Housing and Economic Development. My name is Rick Bennett and I proudly represent Senate District 18, which encompasses Brownfield; Denmark Fryeburg, Hebron; Norway; Otisfield, Oxford, Paris, Sweden, and Waterford in Oxford County; Mechanic Falls and Minot in Androscoggin County; and Bridgton and Harrison in Cumberland County.

I was honored that Representative Beck asked me to be the lead co-cosponsor of LD 1324, “An Act to Protect Maine Consumers Shopping for Electric Vehicles from Deceptive Advertising and Marketing Practices.”

As someone who served for years on the Environment and Natural Resources Committee, I know full well the benefits of electric vehicles. However, this bill is not really about electric vehicles. It is about corporate transparency and about ensuring that large foreign corporations are honest with Maine consumers. It is about ensuring that Mainers aren’t misled when they purchase a new vehicle.

Foreign automakers are trying to deceive Maine consumers by using made-up marketing jargon like “electrified” and “beyond zero,” to describe gas-powered vehicles that do not plug in. That’s like me writing “beyond calories” on a pint of Ben & Jerry’s and selling it to people who are trying to lose weight or writing “Rolecks” on this watch and trying to sell it to you for \$30,000. It’s not a fair or honest way of doing business, but it’s exactly what big automakers are doing every day here in Maine.

LD 1324 would close this gap by requiring that ads clearly and accurately reflect whether a vehicle is genuinely electric.

True electric vehicles can deliver significant financial benefits. Over 15 years, EV drivers typically save around \$14,500 in fuel and \$8,000 in maintenance costs compared to gas-powered vehicles. When combining available federal and state incentives, eligible Maine consumers can receive up to \$15,000 in tax credits.

I respectfully urge you to support LD 1324 to protect Maine consumers from misleading marketing. Thank you for your time, and I welcome any questions.