



# SIERRA CLUB

## MAINE CHAPTER

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To: Joint Committee on Housing and Economic Development  
From: Kristina Carvalho, MSW, Sierra Club Maine  
Date: April 29, 2025  
Re: **Testimony in Support of L.D. 1324: *An Act to Protect Maine Consumers Shopping for Electric Vehicles from Deceptive Advertising and Marketing Practices***

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Senator Curry, Representative Gere, and members of the Joint Committee on Housing and Economic Development,

I write on behalf of Sierra Club Maine, representing over 22,000 supporters and members statewide. Founded in 1892, Sierra Club is one of our nation's oldest and largest environmental organizations. We work diligently to amplify the power of our 3.8 million members nationwide as we work towards combating climate change and promoting a just and sustainable economy. To that end, we urge you to vote "Ought to Pass" on L.D. 1324.

This bipartisan bill protects Maine consumers from misleading advertising and marketing practices by multi-billion dollar automakers that falsely market gas-powered hybrids as fully electric vehicles.

Right now, auto giants are flooding Maine's airwaves with terms like "electrified" and "beyond zero," using lightning bolts, plugs, and talk of "range" to promote hybrids that still run solely on gas and don't plug in at all. It's intentionally confusing, and it misleads consumers into thinking they're buying an electric vehicle when they're not.

For many families in Maine, buying a car is one of the biggest financial decisions they'll ever make. They deserve honesty and transparency, not smoke and mirrors. Older Mainers, low-income families, and new Mainers in particular are more vulnerable to these misleading tactics.

The truth matters because real EVs deliver real savings - over \$22,000 in fuel and maintenance over 15 years. And due to federal and state incentives, most EV owners come out ahead despite the higher upfront cost, which helps explain why EV sales continue to rise year after year.

L.D. 1324 is a simple fix: it ensures auto advertising is clear, honest, and fair. That's good for Maine families and good for our economy. We urge you to vote "Ought to Pass."

Sincerely,

Kristina Carvalho, MSW  
Sierra Club Maine Chapter  
Volunteer