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MISSION FOR AMERICA · CHAPTER 03 · AT A GLANCE

Building America by Building EVs for the World

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The national mission for electric vehicles (EVs) is a comprehensive strategy to reposition the United States as a leader in the global EV market, accelerate the global transition to EVs, and provide millions of new high-paying jobs in the U.S. This mission will:

- Ramp up EV production to reach approximately 30 million units annually in 10 years, returning America to the position of top global auto exporter, and greatly accelerating the global transition to EVs.
- Ensure that 100% of new light-duty vehicle sales in America are EVs in 10 years.
- Provide generous subsidies and buy-back programs to encourage EV sales and to retire fossil-fuel vehicles.
- Construct the world's most efficient and user-friendly EV charging network to make EVs more convenient to own than gas-powered vehicles.

This mission aims to greatly accelerate the global shift to EVs by adding significantly to the total global EV supply. In doing so, it positions the U.S. to capture a significant portion of the burgeoning global EV market, creating millions of high-wage jobs for Americans. We have set a numeric target of 30 million EVs produced each year in America in 10 years.

The key to achieving such high production goals will be automation — which is also the key to ensuring EV jobs are high wage. Though EV production uses less labor per vehicle — especially when highly automated — the enormous overall increase in EV production means the auto workforce in America will grow significantly from today's levels.

The transition to EVs is a process already in motion, primarily driven by consumer preferences. However, production lags far behind demand. As the global auto industry stands on the brink of a complete shift to electric vehicles, the U.S. has a narrow window of opportunity to lead this transformation and reclaim its historical status as the world's foremost auto exporter.

More than with most other missions, success here depends primarily on leadership. The president and the RFC EV team must convince automakers and investors to bet on big investments in America.

After lack of supply, the inconvenience of charging is the most important blocker to EV adoption. Fast chargers must be available in abundance everywhere people park their cars. The EV mission will subsidize the building and operation of public fast chargers in every community to kickstart the EV economy.

By aligning federal resources, legislative action, and private sector innovation, this mission will revive the American auto industry and significantly contribute to reducing national and global carbon emissions over the next decade.