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Contact: Eric Koch, 617.733.6891

“EV Jobs for America”, A New Campaign, Starting in Michigan, Kicks Off With New [Ad](#)

*New Campaign Will Work To Depolarize EV’s and Promote EV Jobs Across the
Country - Starting in Michigan*

Detroit, MI - Electronic vehicle (EV) jobs are growing here in the US, but political polarization is hurting growth in this critically important sector. Today, veteran political strategist Mike Murphy is working to bridge this political divide by launching EV Jobs for America with a new six-figure ad buy. The new campaign coincides with the launch of the [American EV Jobs Alliance](#), an effort to help build the industry and continue creating jobs. [The first ad](#) features the good-paying, American manufacturing jobs that EV’s are creating in Michigan. The campaign is expected to begin ads in additional key EV manufacturing states in the coming weeks, including Georgia.

To start, the EV Jobs for America Michigan ad has a clear message: forget politician rhetoric, the explosion of EV manufacturing jobs is good for Michigan workers, consumers and the country. In total, EV investments have grown to \$188 billion and helped create almost 200,000 jobs nationwide. The MI advertising campaign will launch immediately after Labor Day and is targeted at 217,000 key Michigan swing voters.

A link to the ad is [here](#).

Mike Murphy said: “The biggest secret in American politics is how many good new manufacturing and technology jobs the move to electric vehicles has created in Michigan, in Georgia and across America. It’s time to make that good news famous, and remind voters that when politicians mislead voters about EVs, they are hurting American jobs. Nobody wins then but China. The EV Jobs for America campaign will work around the clock to make sure we depolarize this needlessly polarized issue so that the American auto industry can thrive, create jobs and grow the economy.”

The truth is simple: America is experiencing a renaissance in manufacturing jobs and a key driver of that is EV's. However, the reality is that as America has become more polarized, so have EV's, and the result is we are not reaching our true potential – and that hurts workers, consumers and the nation.

The majority of announced manufacturing investments in EV's have been in 10 states, 5 of which are critical presidential swing states. On their own, the states of Georgia, Michigan, North Carolina, Nevada, and Arizona have 68% of the total swing state electoral college votes. As part of the paid and earned media campaign, these voters, who are going to be critical to the presidential election - along with key Senate and House races - are going to get lots of vital information about the benefits of EV's and why they are critical to the future of American industry.

State	Jobs	Total Announced Investment (\$ billions)
Georgia	37,700	31.2
Michigan	18,200	20.4
Tennessee	20,200	17.5
South Carolina	18,500	13.6
Nevada	12,400	15.4
Kentucky	12,400	13.7
North Carolina	14,100	19.2
Ohio	6,400	10.1
Arizona	9,700	9.7
Indiana	6,600	9.3

[The American EV Jobs Alliance](#), Inc., is a 501(c)(4) social welfare organization.