



TO: Interested Parties
FROM: Mike Murphy and Joe Sacks, on behalf of the American EV Jobs Alliance
RE: EV Political Advertising in the 2024 Election Cycle
DATE: October 29, 2024

Campaign Ads Target EVs:

The American EV Jobs Alliance commissioned research on what's being said about EVs in political advertising this election cycle, who is paying for it, and how much money they are putting behind their messaging.

For reference, find our two first reports linked to our site [here](#).

Here are the top lines:

- So far, **\$28.5M has been spent so far on EV-related messaging (up \$12M in the past 2 weeks)**
 - \$24.6M, or **86% of political messaging on EVs has been negative**
- Like last week, [Lying to You](#) is the most well-funded EV related ad
- [Secret Deal](#), an ad released just a few days ago, already has \$4M behind it
- The biggest spending is coming from the National Republican Senatorial Committee (NRSC) and affiliated groups targeting the senate seat in Michigan
- Trump's continues to boost spending on his EV-related spots [Standing Up](#) and [EV Mandate](#) down the homestretch of the race

Michigan – The Eye of the Storm:

- Michigan is seeing more EV-related political messaging than any other state
- **More than 70% of anti-EV messaging is taking place in the Wolverine State** (\$23M worth)
- **One of the only push-back spots in MI is [our EV Jobs spot](#), running on digital with over a 1.5M plays to 100K target MI swing voters.**
 - We know this ad works, giving a 19-point lift to former Trump voters in Michigan on whether they agree with the statement that “the move toward vehicles is good for Michigan’s economy and is creating more good jobs in our state”
 - But we are being outspent 12-to-1 by the [Trump for President campaign spots](#)
- Democratic Senate candidate Elissa Slotkin is running [a highly defensive spot on EVs](#), a troubling sign
 - In the weeks between our analyses, she has not put forward additional EV messaging even though her opposition has

[The American EV Jobs Alliance](#) and [EV Politics Project](#) is a 501(c)(4) organization committed to ending the needless partisan divide over EVs.