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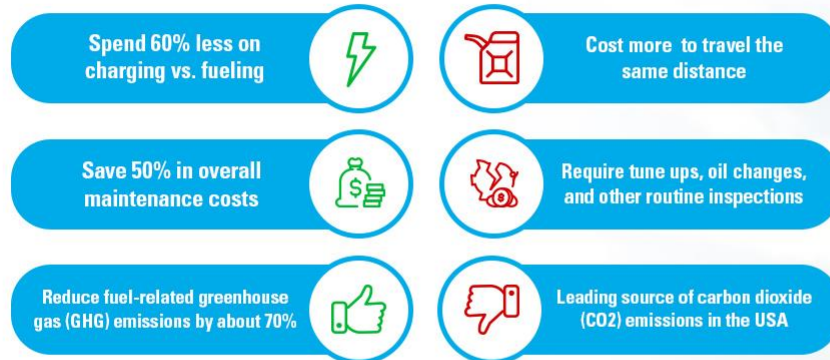
Dear ENERGY STAR Partners and Interested Stakeholders,

We are pleased to bring you our plans and [marketing toolkit](#) for the 2023 ENERGY STAR EV Charger Promotion. This year's promotion will follow successful efforts in the past, which focused on Level 1 and Level 2 AC chargers for residences, but also includes new content for commercial EV fleets and DC fast chargers.

Also, like last year, we are focusing our outreach efforts during Earth Day when consumers are receptive to actions they can take to help protect the environment, but also aligned with car-buying season. Our paid media efforts will include Facebook ads and YouTube pre-roll starting in late April and continuing into early May, alongside organic social media content promoting educational fact sheets, graphics, and content from our Ask the Expert series.

We encourage partners to join us on social during this timeframe and leverage our [EV Charger Marketing Toolkit](#), as desired, which includes our social media campaign materials along with other creative assets. If you tag @ENERGYSTAR in your social media, we will find your posts and amplify them. Participating partners will also be featured in our upcoming EV Charging newsletter later this summer. Notify us that you will be participating so we can actively promote in your market and amplify your messages to broaden our reach.

## ELECTRIC VEHICLES **VS.** STANDARD CARS



**Add an ENERGY STAR certified charger for more savings.**



Please reach out if you have any questions. We look forward to working with you on yet another successful promotion!

- Utility Partners: [eeaccountmanager@energystar.gov](mailto:eeaccountmanager@energystar.gov)
- Retail and Manufacturer Product Partners: [evse@energystar.gov](mailto:evse@energystar.gov)

For more information, visit: [www.energystar.gov](http://www.energystar.gov)

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