

News Release

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For Immediate Release

For more information, contact:
KUB Communications

**KUB Encourages Customers to Plug Into Savings
With New Rebate Program for Electric Vehicle Chargers**

KUB is excited to announce a new program which will give up to \$400 to customers who install a new Electric Vehicle (EV) Charger at their home. This one-time rebate is available to qualified residential electric customers who purchase and install a new Level 2 EV charger.

“Increasingly we hear from customers that they are interested in clean fuels and are switching to EVs for personal use,” said Mike Bolin, KUB Vice President of Utility Advancement. “Looking at the future of the EV industry and the environment, EVs are a win for our community and our customers.”

Electric vehicles reduce emissions compared to traditional fuel sources, improving air quality. They can also save money. A 2018 study by the University of Michigan found that EVs cost half as much in fuel cost to operate yearly when compared to gasoline powered vehicles.

East Tennessee Clean Fuels Coalition’s Director Jonathan Overly says “Electric utility incentives are one effective way to help encourage electric vehicle adoption. The emissions benefits continue to improve such that buying an EV in Tennessee now gets you better than a 50 percent reduction in greenhouse gas emissions and a 50 percent decrease in life-cycle energy use as compared to driving a gasoline car. KUB’s incentive plan should help Knoxville grow into a cleaner community.”

The rebate is available to KUB residential electric customers who have installed a new Level 2 charger at their home. Customers will need to provide proof of purchase within 60 days of installation to receive their rebate. For more information on the program, and full qualification details, visit www.kub.org/ev.



KUB, a municipal utility serving Knox and parts of seven adjacent counties, provides electric, gas, water, and wastewater services to more than 461,000 customers.

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