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The Road to Increasing Electric Vehicle Adoption in the US

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Federal incentives and related regulatory goals are driving efforts by the automotive industry to scale up production and uptake of electric vehicles in America, resulting in a record number of EVs on the road.

The US has set an ambitious target for 56% of all new vehicles sold to be electric by 2032, a substantial increase from current levels. Last year, by comparison, EVs accounted for just 7.6% of new car sales.

However, there are a number of key obstacles that risk undermining continued growth, including outdated and insufficient infrastructure, environmental regulatory impediments, and lagging consumer demand.

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