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New Mexico Environmental Improvement Board
1190 St. Francis Dr, Ste N4050
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Dear Members of the New Mexico Environmental Improvement Board,

As a sales associate at AutoMax, located in Farmington, NM. I am writing to express my concerns about the proposed Advanced Clean Cars and Advanced Clean Trucks Rules in New Mexico. While I recognize the environmental benefits these rules aim to achieve, I have reservations about their impact on the automotive industry, specifically on the sales sector of dealerships.

One of my primary concerns is the potential effect on consumer choice and affordability. The rules could lead to a significant increase in the cost of new vehicles, driven by the advanced technology required to meet the new standards. This price hike might put new cars out of reach for many of our customers, impacting their ability to purchase vehicles that meet their needs and budgets. As a sales associate, I see the diversity of our customer base daily and understand the importance of offering a range of options that cater to different financial situations.

Additionally, the rules could lead to a decrease in the availability of certain types of vehicles, particularly those with traditional combustion engines, which are still in high demand. This could negatively impact our sales volume and, consequently, our dealership's overall revenue and employment stability.

Another concern is the readiness of the infrastructure required to support a fleet of advanced clean vehicles. In many areas, including some we serve, the charging infrastructure for electric vehicles (EVs) is not yet sufficiently developed. This lack of infrastructure may deter customers from purchasing EVs, affecting our ability to meet sales targets and maintain profitability.

I also worry about the pace of the proposed transition. A rapid shift to advanced clean vehicles requires not only changes in consumer behavior but also significant adjustments within dealerships, including sales training and marketing strategies. A more gradual transition would allow dealerships and customers alike to adapt more effectively to these new technologies.

In conclusion, while I support efforts to improve environmental sustainability, I believe it is crucial that these efforts are balanced with the economic realities of the automotive market

and the needs of consumers. I urge decision-makers to consider the potential economic impacts of these rules on dealerships, their employees, and customers.

Thank you for taking the time to consider my perspective. I hope that a more balanced approach can be found, one that aligns environmental objectives with the economic health and diversity of the automotive industry.

Sincerely,

Ryan Kirk
Sales Professional