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New Mexico Environmental Improvement Board  
1190 St. Francis Dr, Ste N4050  
Santa Fe, NM 87505

Dear Members of the New Mexico Environmental Improvement Board,

I am writing to you in my capacity as a Sales Associate at AutoMax of Farmington, NM to express my concerns about the proposed Advanced Clean Cars and Advanced Clean Trucks Rules in New Mexico. While I support the overarching goal of reducing environmental impact and moving towards a more sustainable future, I believe there are several aspects of these proposed rules that could have unintended negative consequences on the automotive market, particularly from a sales perspective.

As someone who interacts directly with customers, I have a firsthand understanding of their needs, preferences, and purchasing patterns. The proposed rules, by pushing for a rapid shift to clean vehicles, could significantly alter the range of vehicles available to consumers. This sudden change risks alienating a portion of our customer base, especially those who may not be ready or able to transition to advanced clean vehicles due to various factors such as cost, vehicle utility needs, or lack of charging infrastructure.

The introduction of these rules could also impact vehicle affordability. Advanced clean vehicles, particularly electric vehicles (EVs), often come with a higher initial price tag compared to traditional gasoline vehicles. This cost disparity could put these vehicles out of reach for a significant portion of our customer base, affecting sales and potentially leading to broader economic implications for the dealership and its employees.

Moreover, I am concerned about the readiness of the state's infrastructure to support a large fleet of advanced clean vehicles. The current availability of charging stations and maintenance facilities for EVs is not yet at a level that can support widespread adoption. Insufficient infrastructure could deter customers from purchasing EVs, negatively impacting our sales figures.

I believe that a gradual, well-planned transition with input from various stakeholders, including those of us in the automotive sales sector, would be more effective. This approach would allow time for the necessary infrastructure developments and give consumers the opportunity to adapt to the new market conditions.

I respectfully urge you to consider these points and the potential impact on automotive dealerships, their employees, and the broader economy. A collaborative approach that takes into account the perspectives of all affected parties will likely yield the most sustainable and beneficial outcome for all involved.

Thank you for taking the time to consider my perspective on this important issue. I am open to further discussion and hope that a balanced and thoughtful approach can be adopted.

Sincerely,

Brian Froelick  
Sales Professional