

MEXICAN ASSOCIATION FOR THE PROMOTION OF ELECTRIC VEHICLES

DECEMBER 2023

EXECUTIVE SUMMARY:

- During 2023, the Mexican Association to Promote Electric Vehicles (AMIVE) was created, whose main objective is the unification of policies and regulations to expand electromobility and create a complete ecosystem of the electric vehicle market in Mexico.
- This Association is the first organization in Mexico that will focus on the promotion of the manufacturing and use of Electric Vehicles and sustainable mobility in general.
- The creation of this Association strengthens the electromobility sector in Mexico, but it is worth remembering that there is still no legal and regulatory framework that allows the development of this industry.



During 2023, the Mexican Association for promoting Electric Vehicles (“AMIVE”, for its acronym in Spanish) was created, which has as its main objective the unification of policies and regulations to expand electromobility and create a complete ecosystem of the electric vehicle market in Mexico, and was unveiled at the Latam Mobility & NetZero Mexico Summit 2023.

The Mexican Association for the Promotion of Electric Vehicles is a leading association dedicated to being the bridge between global and local opportunities in electric mobility.

MAIN OBJECTIVES OF THE ASSOCIATION

AMIVE is considered the first organization in Mexico that will focus on promoting the manufacture and use of Electric Vehicles and sustainable mobility in general.

The Association has a Strategic Committee led by Francisco Cabeza Santillana, president of AMIVE, who mentioned that the Association arose from the interest in having a representation in electric mobility and to improve public policies on environmental issues in Mexico.

During his presentation at the Latam Mobility & Net Zero Mexico Summit, Francisco Cabeza Santillana stated, “Today we already have the electric capacity, with which we could carry out electromobility projects in the country.” An example is the case of Grupo Modelo, who introduced in Mexico twenty trucks of twenty tons, which generated savings of approximately 3% in the total cost of ownership against combustion vehicles, ensuring that electric mobility projects are even more profitable than combustion ones.

Within electric mobility there are many challenges, among which is the lack of knowledge about emerging technologies and infrastructure.

AMIVE assures that it not only benefits the environment but also the automotive sector in Mexico, generating alliances with companies, governments, and citizens for a common cause: a cleaner and more sustainable transportation.

It is important to mention that the Association do not focuses exclusively on Mexico; they have established bridges with regional and global markets in the electric vehicle industry through strong alliances with electric vehicle associations in Latin America, Europe, North America, and Asia, expanding the electric mobility sector.

We believe that the creation of this Association strengthens the electromobility sector in Mexico, which is still incipient. It is also relevant to remember that we still do not have a legal and regulatory framework that allows the development of an industry that directly supports electromobility in Mexico.

However, a project for the issuance of the National Strategy for Electric Mobility ("ENME", for its acronym in Spanish) is currently under public consultation at the National Commission for Regulatory Improvement ("CONAMER", by its acronym in Spanish). The purpose of this strategy is to promote an orderly and equitable transition towards sustainable mobility schemes in Mexico. Its main objective is to reduce dependence on hydrocarbons and promote the reduction of emissions and attention to vulnerable people.



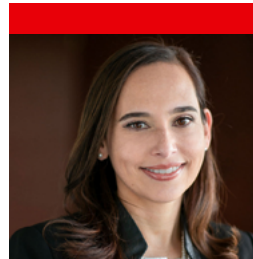
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Publications Link:

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