Subject:Target Zero Plan and Your Work

[Dear XXXX]:

We recently sent an email introducing the new Target Zero plan update. As the plan is more action-focused than ever before, we wanted to continue to highlight parts of the plan that apply to the role you play as an auto dealer in helping save lives on Washington’s roads.

Linked [here](http://targetzero.com/wp-content/uploads/2020/11/TZ-Fact-Sheet_CAT.AVs_5.26_TA.docx.pdf) is a fact sheet on Cooperative Automated Transportation (CAT)/Automated Vehicles (AVs). It is important that we provide stewardship and guide the implementation to advance the positive impacts and minimize possible negative impacts of CAT, including AVs.

In order for us to reach our ambitious goal, we rely on the strength of our partnerships like yours. Specifically, Target Zero needs YOUR leadership to:

* Look at transportation equitably, across all modes
* Carefully consider the strategies—choose and iterate on the ones that will result in the best outcomes for your needs
* Target investments using data and best practices
* Support fundamental, ongoing initiatives

Yes, the Target Zero vision is bold, but it’s the only acceptable outcome for our state’s roadways, and, with your help, we can make the vision a reality. As always, we greatly appreciate your support and work that improves traffic safety for all who use our roadways.

Regards,

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