

RMLD introduces ‘RMLD Drives Electric’

11/8/24

A robust outreach program to inform on benefits of choosing an electric vehicle (EV)

READING, MA – RMLD is proud to partner with [Energy New England \(ENE\)](#) to bring customers [RMLD Drives Electric](#).

RMLD Drives Electric is an outreach program informing RMLD customers about the savings and benefits that result from choosing an electric car. By informing customers of incentives and local services, the RMLD Drives Electric effort promotes EV ownership and educates users about personal and broader benefits. The program empowers customers to find the electric vehicle that’s right for them while lowering their emissions from driving. RMLD Drives Electric will also connect customers with an ENE EV advisor to answer questions.

RMLD Drives Electric is an exciting initiative to support the RMLD path to electrification as we work to bring our customers reliable, low cost and increasingly non-carbon energy.

Visit the [RMLD Drives Electric](#) site for tips, EV comparisons and more.

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About Reading Municipal Light Department

Established in 1894, Reading Municipal Light Department (RMLD) is a municipal electric utility serving over 70,000 residents in Reading, North Reading, Wilmington, and Lynnfield Center, Massachusetts. RMLD is the largest of the 41 municipal light departments in Massachusetts based on electricity load, is not-for-profit and is locally owned and controlled. The RMLD is committed to serving our customers with reliable, low-cost, and increasingly non-carbon energy. For more information visit: [rml.com](#)