

CVC Gas Price Volatility Toolkit

The following information is provided as guidance. Organizations should adopt and modify to meet brand standards and voice.

COALITION RESOURCES:

Trump-gas.com

[CP fact sheet on Iran + energy costs](#)

[NRDC blog](#)

BOOKMARKS:

- [BACKGROUND AND STRATEGY](#)
- [CORE MESSAGE](#)
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- [GENERAL GAS PRICE VOLATILITY SOCIAL](#)
- [LTE SAMPLES](#)

BACKGROUND AND STRATEGY

Skyrocketing gas prices, which have surged more than 60 cents per gallon since the start of the war with Iran, have ironically created a direct opening to reframe clean cars and EVs, as well as federal policy investments in them, as an economic and energy security imperative, not just a climate or environmental solution.

Our strategy is to hold the Trump Administration accountable for deepening America's vulnerability to oil price volatility through its rollbacks of EPA clean car standards and NHTSA fuel economy standards. We want to hold the administration, and especially EPA and NHTSA, accountable for boxing us into this inescapable price volatility, while pivoting to the solution (i.e., that clean vehicles and especially those that run on stable, American-made electricity, structurally insulate drivers from global oil market chaos).

On social media, we will use real-time gas price data and state-specific cost figures to make the affordability argument local and urgent while making the case for cleaner cars. On earned media, we will pitch to reporters the central contradiction: an administration that promised energy independence has actually eliminated the very tools that could have delivered it. Both tactics are designed to move the clean vehicles conversation from a future-facing climate and environmental debate to a here-and-now kitchen-table affordability argument.

CORE MESSAGE

Americans struggling with high food, housing, and energy costs now face another hit: rising gas prices driven by Trump's war with Iran. At the same time, his rollback of fuel efficiency and clean car standards eliminated the best protection against volatile prices. True energy independence and relief at the pump come from cleaner cars and EVs powered by American electricity. Instead, drivers are paying more for gas and affording less of everything else.

TALKING POINTS

Trump Promised to Cut Energy Costs; He's Done the Opposite

- The American affordability crisis is no hoax, and Donald Trump not only denies that it exists, but he also does things to make it worse.
- Trump promised to lower your prices on Day One. Instead, he launched an unauthorized war in Iran. Wars drive up oil prices, and higher oil prices mean higher costs for gas, groceries, and goods.
- His war with Iran has sparked a global energy crisis, showing up in every American neighborhood as extreme increases in gas prices.

- For Americans already struggling with the cost of everything, Trump's "big, beautiful gas prices" are making it worse.
- Trump repeatedly promised to cut energy prices in half within his first year. That deadline passed in January 2026.
- Gas prices are now at their highest level of either of his terms, up 14.7% since inauguration day and [more than 60 cents per gallon](#) since the Iran conflict began. Gas prices are higher today than the day Joe Biden left the Oval Office.
- Instead of investing in made-in-America clean energy that protects consumers from volatile price shocks, Trump is advancing a war that is deeply unpopular with Americans and threatens to increase prices across the economy.
- [Two-thirds of Americans](#) (66%) say the Trump Administration should focus on domestic issues like the affordability crisis over foreign priorities. [Just 17% want to see Trump prioritize foreign conflicts](#).

Rolling Back Clean Vehicle Standards Made Us More Vulnerable

- By gutting EPA tailpipe pollution limits and NHTSA fuel economy standards, the Trump administration eliminated the tools that could have reduced American drivers' exposure to oil price shocks, then launched a war that triggered exactly those shocks.
- Oil is a globally traded commodity. The only structural insulation from price volatility is reducing oil consumption, exactly what clean vehicle and fuel economy standards are designed to do.
 - The administration rolled back both. Now they have no answers for sharp increases in gas prices.
- Countries that invested in clean transportation are far less exposed to these price swings. Trump's rollbacks kept American drivers on the wrong side of that divide.
- No matter where they turn, American drivers are paying more at the pump, leaving less for food, rent, bills, and fun.

The Costs Are Real, Immediate, and Spreading With No End In Sight

- Donald Trump says, "When oil prices go up, we make a lot of money." In reality, when oil prices go up, it COSTS US A LOT OF MONEY.
- Trump's war with Iran has triggered [the worst oil crisis in history](#).
- The average price of gas reached [\\$3.59 per gallon on March 10, up more than 60 cents since February 28](#). Americans spend roughly \$3.7 million more per day for every one-cent increase in the national average price of gas.
- Diesel prices have surged even faster, [hitting \\$4.57 per gallon on March 8, up 82 cents](#) from the start of the conflict, and are expected to climb to \$5 per gallon. Higher diesel means higher costs for trucking, shipping, and groceries; a full supply chain hit.
- The conflict also shut down Qatar's LNG facility, spiking European natural gas prices 77%. Since more than 40% of U.S. electricity comes from natural gas, utility bills are climbing alongside gas prices.
- By 2035, Trump's clean energy cuts are projected to raise Ohioans' annual gasoline bills by \$94 and Kentuckians' by \$40, costs that compound on top of today's spikes.

- Market analysts expect the [higher energy costs to linger](#) long after the war is “over”.

The Administration Painted Itself Into a Corner

- Trump’s “energy dominance” and “drill baby drill” policy has no answer for this moment. The closure of the Strait of Hormuz (through which about one-fifth of the world’s oil passes daily) is already stifling global oil trade, with shipping at a near standstill.
- Voters understand the tradeoff: [by a 21-point margin](#), they believe the strikes are a bad use of government funds, and [by a 15-point margin](#), they believe the strikes will hurt, not help, America’s interests.
- The most resonant public framing, per polling: “Trump promised to lower your prices on Day One. Instead, he launched an unauthorized war in Iran. Wars drive up oil prices, and higher oil prices mean higher costs for gas, groceries, and goods.”
- The administration rolled back the standards that would have put more #CleanerCars and #EVs on the road, and now has no policy lever to protect families from the price spikes it helped make worse.

The Solution: Clean Transportation Is Energy Security

- Cleaner Cars and EVs run on American-made electricity, insulating American drivers and consumers from the gas prices chaos that Trump’s rollbacks and geopolitical conflicts have deepened.
- Real energy independence runs through clean vehicles and fuel economy standards, not policies that lock American families into oil dependence and expose them to every global oil market disruption.
- Policies like the Energy Bills Relief Act, which in part addresses clean cars, offer a direct path to real independence by restoring many of the clean transportation investments the administration has stripped away.

GENERAL GAS PRICE VOLATILITY SOCIAL

Relevant Hashtags: #CleanerCars, #EV, #EVs

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- Every gas price spike means American families pay more when they can least afford it. All #CleanerCars and especially #EVs free drivers from volatile gas prices & protect family budgets from the price shocks that ripple through the economy.
<https://www.forbes.com/sites/robdjay/2026/03/04/another-gas-price-spike-another-boost-to-ev-adoption/>
- Gas price spikes don’t just hit you at the pump. They raise costs across the entire supply chain, fueling inflation. #CleanerCars like #EVs run on stable American-made electricity and help shield consumers from oil market chaos.

<https://www.forbes.com/sites/robdlay/2026/03/04/another-gas-price-spike-another-boost-to-ev-adoption/>

- Oil market swings shouldn't determine what Americans pay to get to work. #CleanerCars and especially #EVs offer stable fuel costs and real protection from the price shocks that drive inflation.
<https://www.forbes.com/sites/robdlay/2026/03/04/another-gas-price-spike-another-boost-to-ev-adoption/>
- When oil prices spike, everything gets more expensive, from groceries to shipping. #CleanerCars and #EVs cut dependence on volatile fossil fuels and help stabilize family budgets and business costs.
<https://www.forbes.com/sites/robdlay/2026/03/04/another-gas-price-spike-another-boost-to-ev-adoption/>
- Hot take: Gas price volatility hurts consumers and fuels inflation. #CleanerCars like #EVs provide predictable fuel costs that protect drivers and businesses alike no matter what's happening in wildly fluctuating global oil markets.
<https://www.forbes.com/sites/robdlay/2026/03/04/another-gas-price-spike-another-boost-to-ev-adoption/>
- Gas price shocks keep rattling the economy. The solution? #CleanerCars like #EVs. Not geopolitics. American-made electricity helps insulate drivers from gas price spikes and supply chain inflation.
<https://www.forbes.com/sites/robdlay/2026/03/04/another-gas-price-spike-another-boost-to-ev-adoption/>

Alternative Social on Rollback Vulnerability to Gas Prices

- Gas prices are spiking again and the Trump Administration has taken the best solutions off the table! Rolling back @EPA pollution limits and @NHTSAgov fuel economy standards leave American families more exposed to oil price volatility, not less.
#CleanerCars #EVs
<https://www.forbes.com/sites/robdlay/2026/03/04/another-gas-price-spike-another-boost-to-ev-adoption/>
- The Trump Administration rolled back @EPA clean car standards and @NHTSAgov fuel economy rules. Then gas prices spiked. 😬 American families are paying the price for policies that locked us into oil dependence. #CleanerCars like #EVs are the way out.
<https://www.forbes.com/sites/robdlay/2026/03/04/another-gas-price-spike-another-boost-to-ev-adoption/>
- Want to fight inflation? Stop killing tools that can fight it! 😬 Rolling back @EPA and @NHTSAgov clean vehicle standards has myopically left drivers more vulnerable to gas price shocks, not less. #CleanerCars and #EVs are the hedge against gas price volatility.
<https://www.forbes.com/sites/robdlay/2026/03/04/another-gas-price-spike-another-boost-to-ev-adoption/>
- The Trump Administration painted itself into a corner. By gutting @EPA pollution limits and @NHTSAgov fuel economy standards, they've made every gas price spike worse. That's left American families with fewer options to escape it. #CleanerCars #EVs

<https://www.forbes.com/sites/robdlay/2026/03/04/another-gas-price-spike-another-boost-to-ev-adoption/>

- Gas price spikes fuel inflation. Period. #CleanerCars and #EVs are the solution, but the Trump Administration has been busy rolling back the @EPA and @NHTSAGov standards that would have put more of them on the road. Stop taking clean solutions off the table!

<https://www.forbes.com/sites/robdlay/2026/03/04/another-gas-price-spike-another-boost-to-ev-adoption/>

- Every gas price spike is a reminder of what we gave up. The Trump Administration's rollbacks of @EPA #CleanerCars and @NHTSAGov fuel economy standards didn't protect consumers. They protected oil dependence and it's costing everyone but oil execs.

<https://www.forbes.com/sites/robdlay/2026/03/04/another-gas-price-spike-another-boost-to-ev-adoption/>

LTE SAMPLES

Sample One

Affordability / Kitchen Table

Every time I fill up my gas tank these days, I think about what Trump promised: "I'm going to cut energy prices in half within my first year." That deadline came and went, and now we're paying more than 60 cents extra per gallon because of an ill-timed, if not ill-conceived, war in Iran, that's disrupting global oil supplies. My family budget can't afford it, and I didn't sign up for this.

What makes this worse is that we had an insurance policy against volatile gas prices. Stronger fuel economy standards and clean vehicle standards would have put more Americans behind the wheel of cars that are more efficient or don't require gas at all. Clean cars and EVs are insulated from exactly the kind of oil market chaos we're living through right now. Instead, the Trump Administration took the only solutions to this chaos off the table. They rolled back standards and relentlessly attacked the EV market, locking us deeper into oil dependence and leaving families to pay the bill.

Clean cars and EVs aren't a luxury or a political statement. They're a hedge against the gas price spikes that keep hitting working families hardest. We need leaders who understand that real energy independence runs through cleaner vehicles, not through policies that keep us at the mercy of global oil markets.

[Name, City, State]

Sample Two

Energy Independence / Accountability

Trump ran on energy dominance. So why are Americans being dominated by global oil prices?

The answer is simple. Real energy independence requires reducing our dependence on oil, and the Trump Administration has spent the past year doing the opposite. Trump's EPA and DOT have gutted clean air standards and rolled back fuel economy standards that would have put more efficient, cleaner vehicles on the road. They have also led a relentless assault on pollution-free electric vehicles that run on American-made electricity. Now, with the Iran war sending gas prices through the roof and diesel costs threatening to push up the price of everything from groceries to goods, there's no policy lever left to protect already hurting American families.

The countries least exposed to this chaos are the ones that invested in clean cars and EVs. We could have been among them. Instead, we're literally paying the price for an administration that confused drilling for more oil with actually being free from oil's volatility. Clean cars and gas-free EVs are the solution. That's how you get real energy independence. It's not too late, but we need to stop dismantling the tools that would get us there.

[Name, City, State]