Electric Vehicle Dealer Engagement Strategy

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About VEIC



- Mission driven non-profit
- Energy efficiency & renewable energy programs
- 350+ employees
- Locations: Columbus, VT, DC
- www.veic.org









Consumer Purchase Decision Process

Awareness

Have they heard of it?

Familiarity

How knowledgeable are they?

Consideration

Would they own or lease one in the future?

Purchase

Do they already own or lease one?

Loyalty

Would they recommend one?



Dealer Opportunities in Decision Process

Awareness

Dealer marketing programs

Familiarity

Knowledgeable sales staff

Consideration

Competitive pricing; extended tests

Purchase

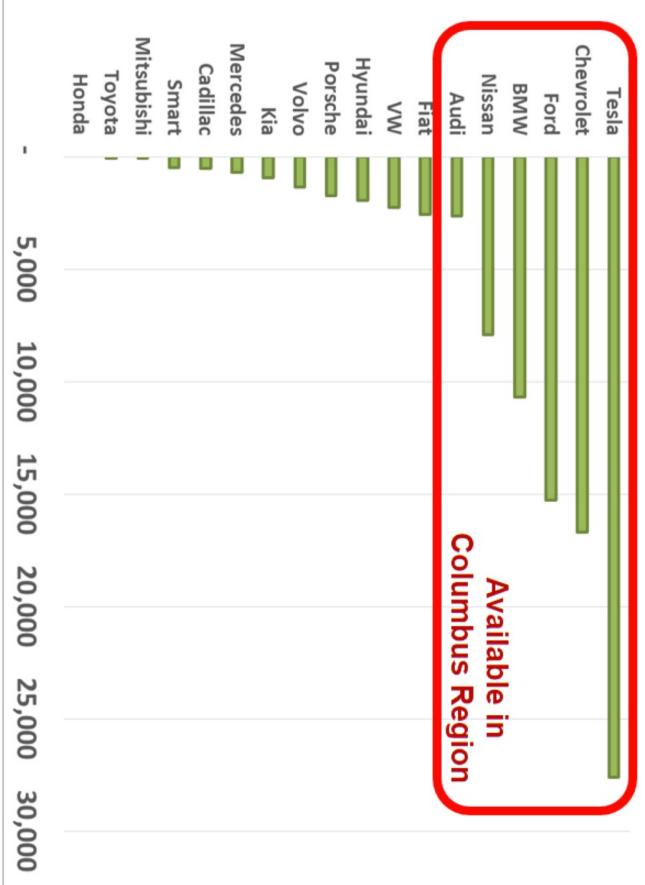
Positive purchase experience

Loyalty

Follow-up, friends and family discounts

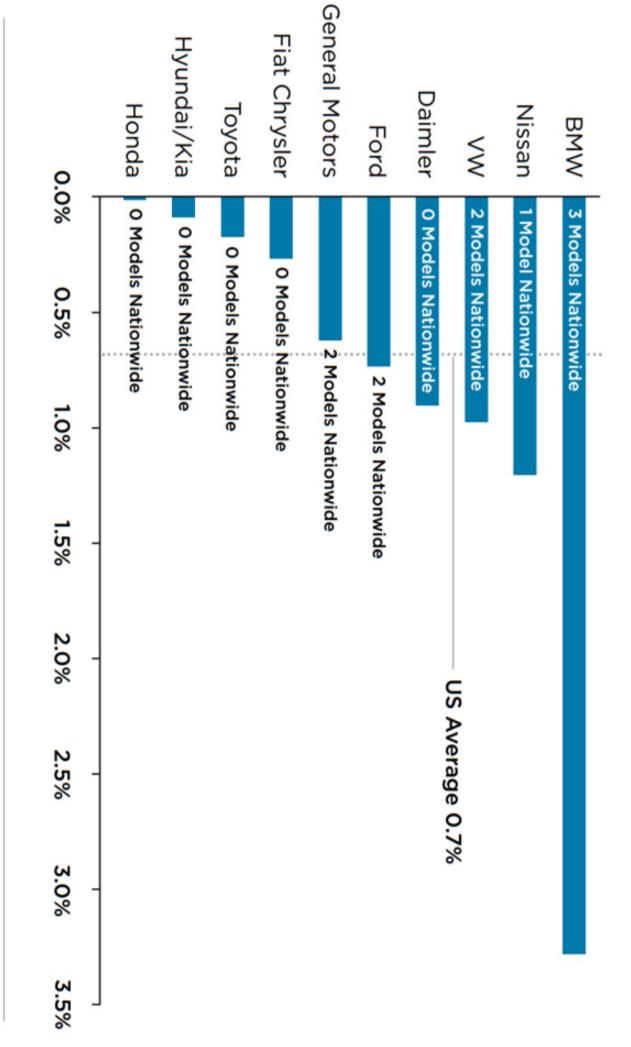


US New EV Sales by Make (Jan-Aug 2016)





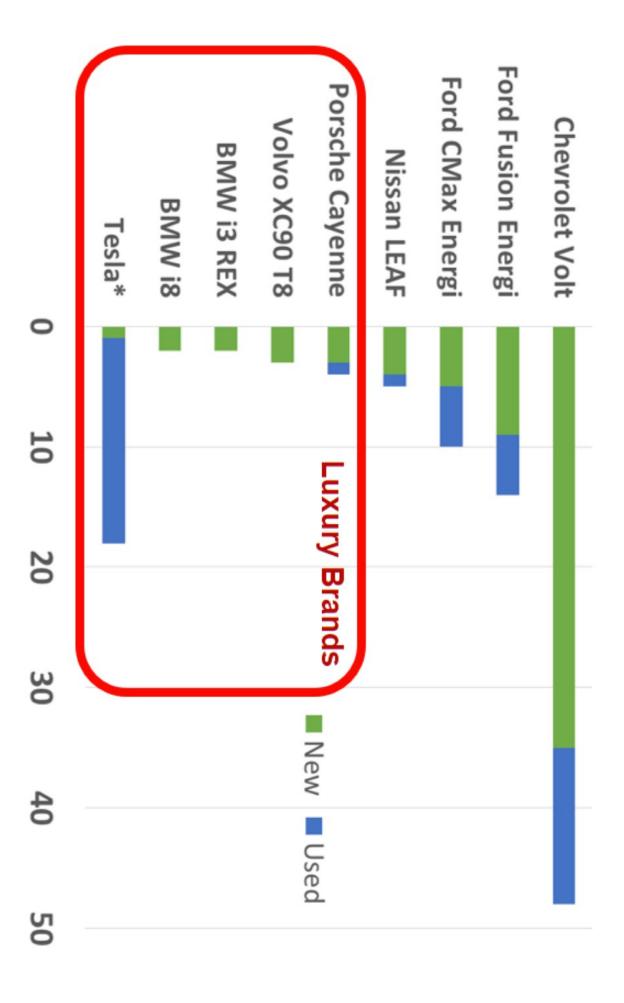
EV as % of Total Sales by OEM (2015)





Source: Union of Concerned Scientists – Electrifying the Vehicle Market, August 2016

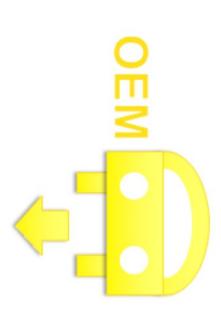
Current EV Inventory in Columbus Region





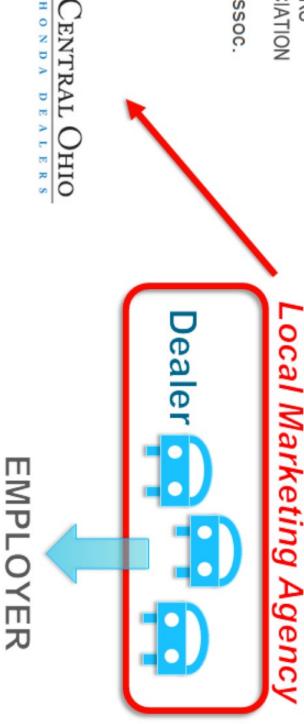
Source: Cars.com / Edmunds.com EVs within 50 miles of zip code 43205 as of 9/6/2016 * Tesla does not stock new inventory as vehicles are custom ordered; Used vehicles are statewide

Dealer Groups





Columbus Metro Assoc.









Consumer

EV Dealers in Columbus Region

Taylor DaveKehlDaveGill DonWood Krieger Byers McDaniel Lash Germain Nourse Ricart Fredericktown Midwestern
ToyotaDirect Midwestern Buckeye Dick Masheter Trenor Coughlin BobChapman BobbyLayman **AutoPalace** LuxuryAutoSales MiracleMotorMart



Recommendations

- Understand EV dealer programs in broader context
- Engage with dealer management
- Pilot with volunteers
- Local EV sales training opportunities
- Sales considerations (operating \$, warranty, leasing)
- Columbus conditions (cold weather, public charging)
- Home charging resources / hand-off
- Salesperson EV loaners



Recommendations

- Dealer / Salesperson sales incentives
- Keep it simple
- Include additional dealers as new models arrive
- Encourage inventory
- Group purchase deals
- Consider used EV dealer programs
- Growing number of off-lease EVs
- Consider Tesla-related issues
- Track progress
- Recognize / reward top dealers



