

# **Electric Vehicle Dealer Engagement Strategy**

Smart Columbus Workshop  
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# About VEIC



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

Efficiency Vermont

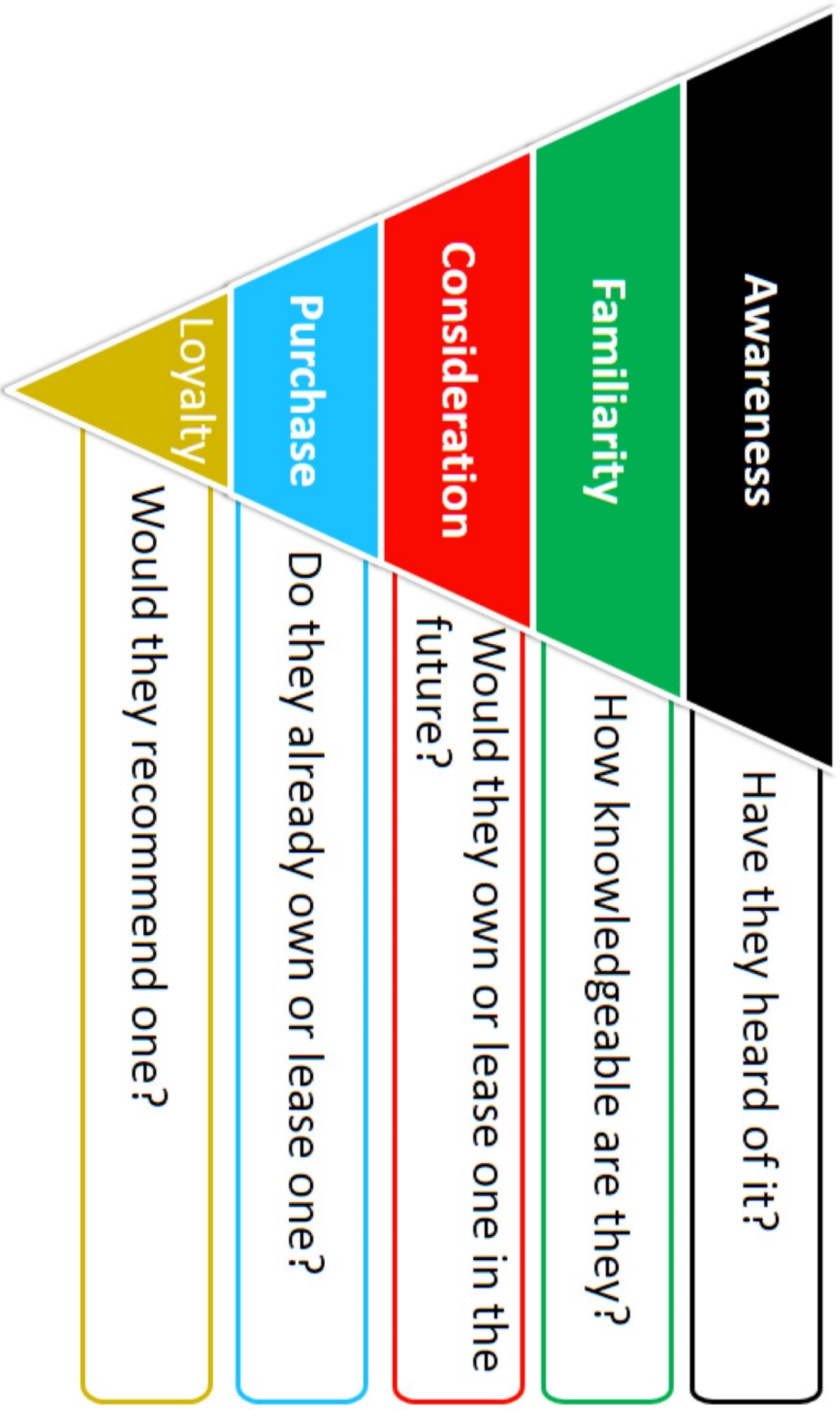


EFFICIENCY \$MART



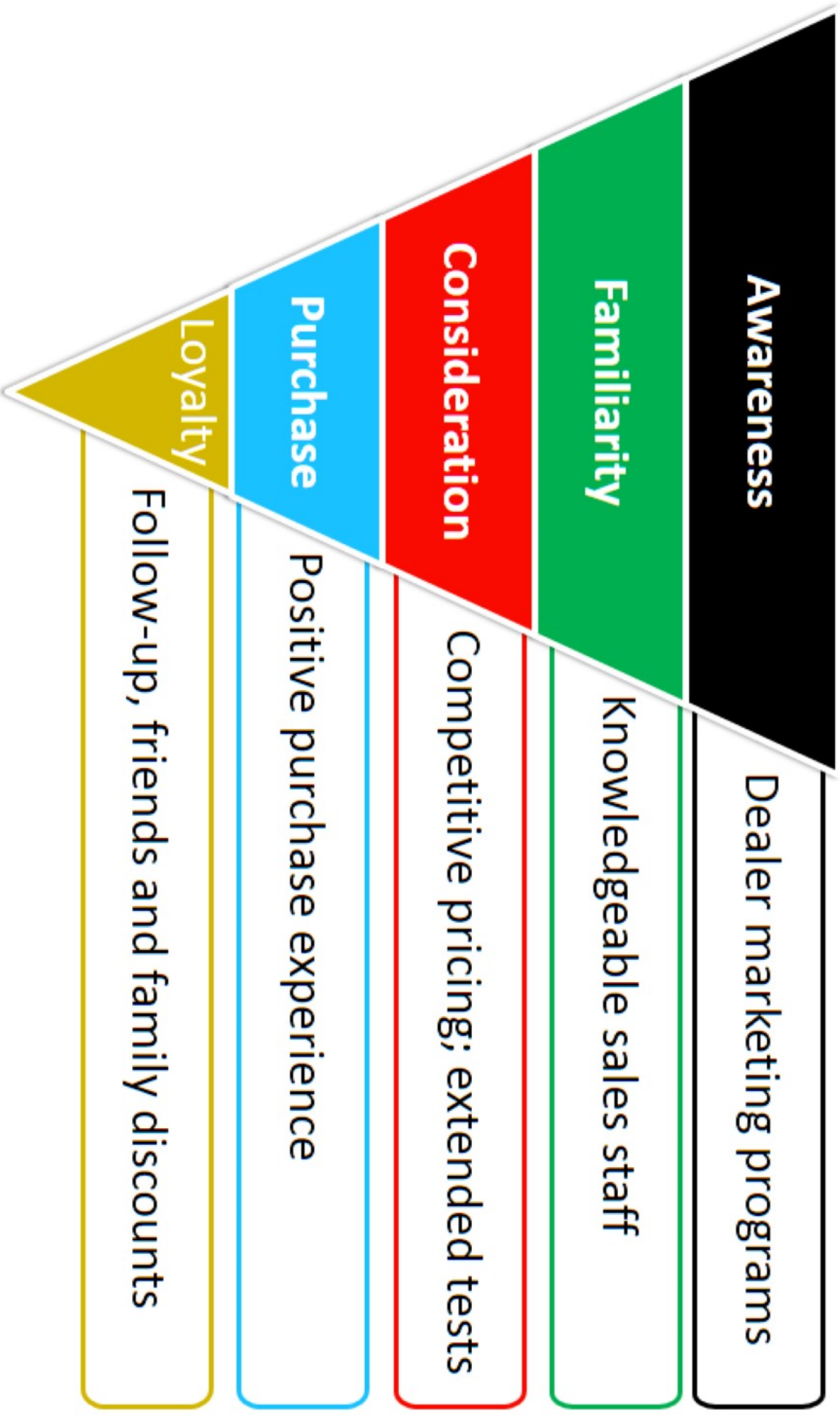
DC  
SUSTAINABLE ENERGY  
UTILITY

# Consumer Purchase Decision Process

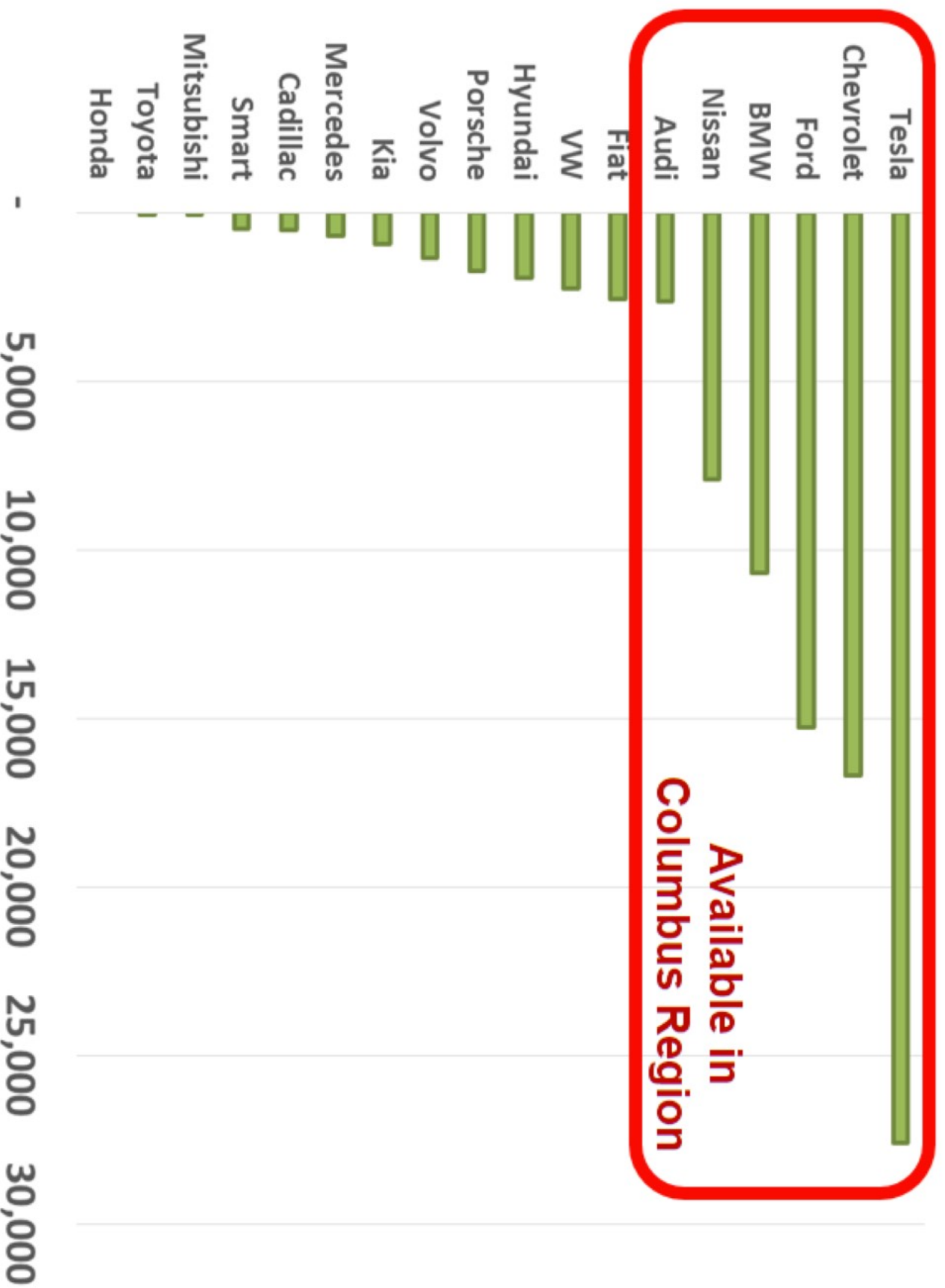




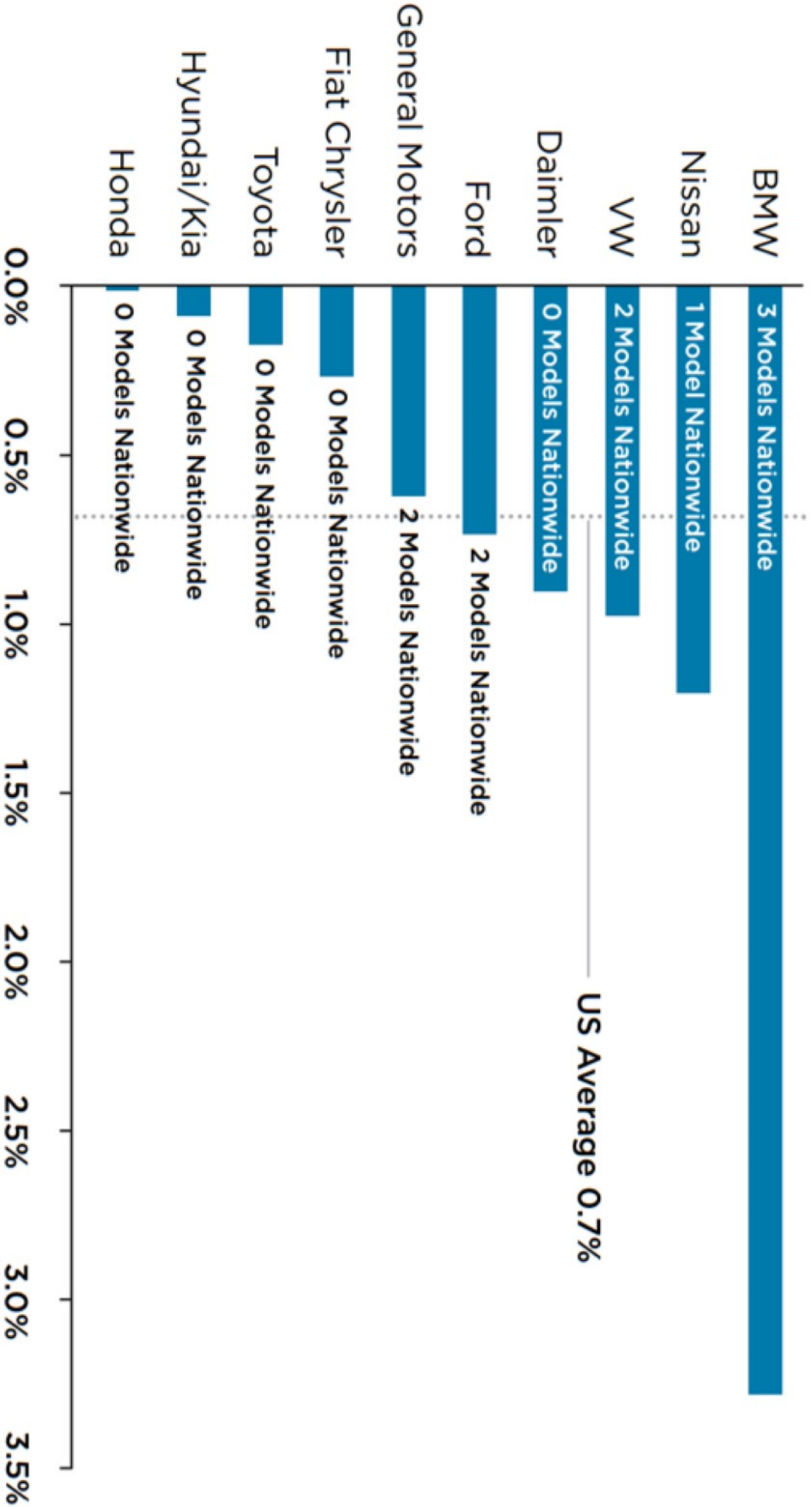
# Dealer Opportunities in Decision Process



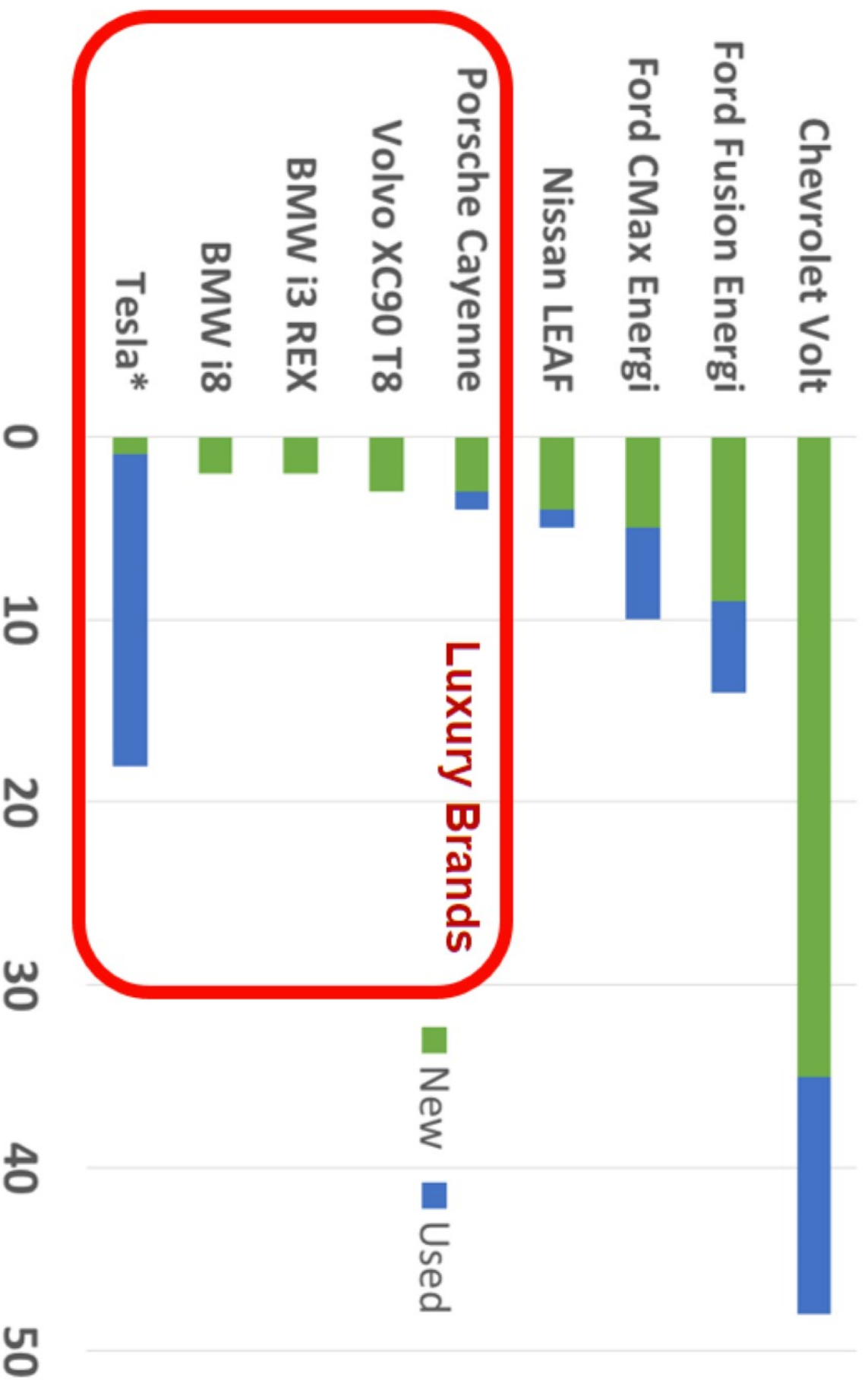
# US New EV Sales by Make (Jan-Aug 2016)



# EV as % of Total Sales by OEM (2015)



# Current EV Inventory in Columbus Region



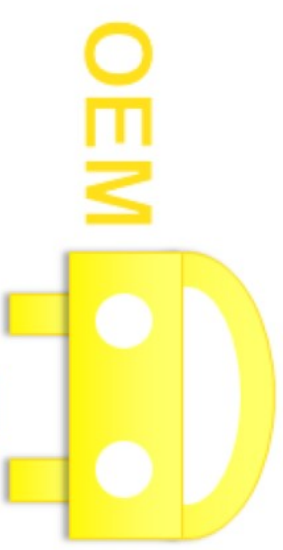
**Luxury Brands**

■ New ■ Used

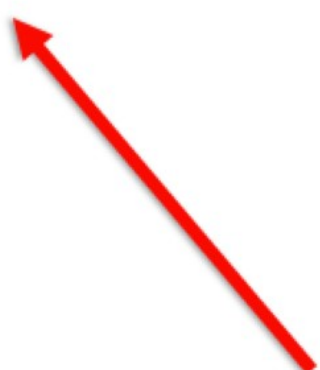
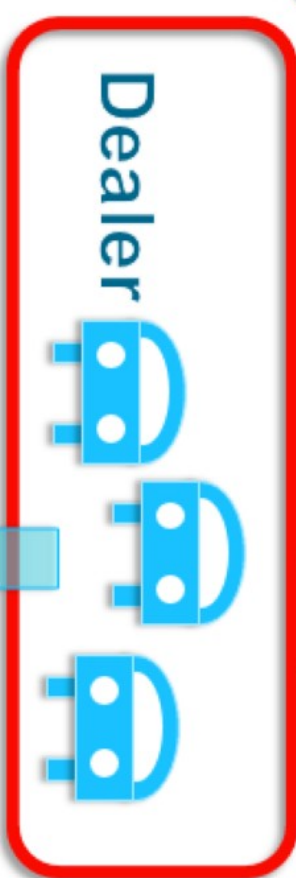
\* Tesla does not stock new inventory as vehicles are custom ordered; Used vehicles are statewide  
Source: Cars.com / Edmunds.com EVs within 50 miles of zip code 43205 as of 9/6/2016



# Dealer Groups



*Local Marketing Agency*



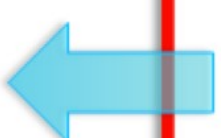
OHIO  
AUTOMOBILE  
DEALERS  
ASSOCIATION

Columbus Metro Assoc.

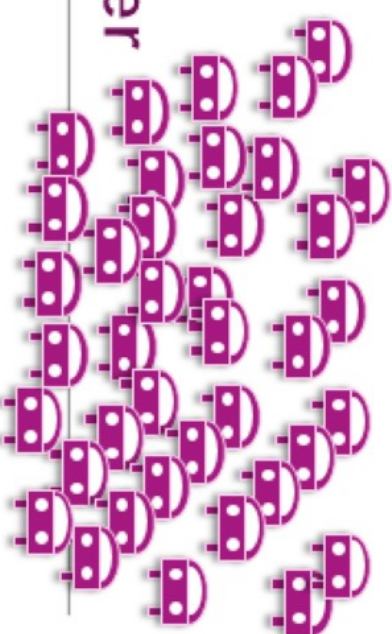


CENTRAL OHIO  
HONDA DEALERS

EMPLOYER



Consumer





# EV Dealers in Columbus Region



# 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



Thank You

