How to Sell an EV
National Drive Electric Week Webinar Series

For Audio, dial:
1-800-250-3900
Participant PIN: 55197039#
How to Sell an EV
National Drive Electric Week Webinar Series

- Tom Moloughney, Plug In America
- Nigel Zeid, Boulder Nissan
- Annie Freyschlag, Electrification Coalition
Retail Programs

eStar EV Dealers

Tom Moloughney
Plug In America
Who we are

- A member-based nonprofit dedicated to accelerating the rollout of EVs
- The leading national voice of the plug-in customer
- The world’s deepest pool of experienced PEV drivers
Overview

- Retail Challenges
- eStar Program Overview
- Q&A
Retail Challenges
The Technology Adoption Curve
Our mission

Partnering with dealers to drive EV sales...
eStar Program

A trusted, brand-neutral 3rd party platform
EVs face high retail barriers

Potential EV buyer

Dealership

Purchase Risk

Does a plug-in car work for me?

How much can I save?

Which EVs meet my needs?

Who do I trust to advise me?

Where we help

Too Much Work
Too Little Reward

Minimal OEM investment in EV marketing & sales

Unfamiliar with EVs

Fickle customers

Complicated incentives

Volume focus

Conventional cars more profitable

Where we help
eStar by Plug In America addresses these barriers

Potential EV buyer

Purchase Risk

Dealership offering EVs

Too Much Work
Too Little Reward
The eStar EV Dealer Program

Success

Qualification  Resources  Promotion
Three Complementary Activities

**Qualification / Certification**
- Industry best practice standards
- Designate seasoned sales staff as EV “geniuses”
- Share key data (sales, sales satisfaction)
- Post best (set) pricing on EV models

*Improves Customer Experience and Trust*

**Resources**
Dealers receive:
- EV Training
- One-stop EV incentive info
- Customer leads
- Access to EV expertise

*Less Work, More Rewards*

**Promotion**
- Earned media, paid search
- Experiential events
- Online EV shopping tools
- Connect EV customers with qualified dealers
- Recognize top dealers

*Reduces EV Purchase Risk*

Visit
www.pluginamerica.org/dealers
Our EV Support Ecosystem

- Funders:

  - SDGE
  - Department of Energy

- Partners:

  - Clean Cities
  - U.S. Department of Energy
  - Massachusetts State Automobile Dealers Association Inc.
  - PlugShare
  - Electric Auto Association of San Diego
  - ChargeHub
  - Drive Green with MASS ENERGY
  - M.A.S.S. Drive Clean
  - Ever Forward
Consumer Benefits

- Guided shopping experience
- Questions answered pre-dealer
- Connect with trusted dealers, electricians
- Pre-arranged pricing
- Post-sale support
- Less anxiety, higher satisfaction
Find out whether an electric car is right for you.

**SHOPPING ASSISTANT**

42% of US households could use an electric vehicle. How about you?

Our simple, step-by-step shopping assistant covers all the key topics including incentives, charging stations, range, cost comparison, and where to test drive and buy an electric vehicle.

Recommended for electric vehicle beginners.

**ELECTRIC CARS**

Browse electric cars models, and find which ones are best for your needs and budget.

Select and compare electric cars’ range, speed of charge, etc.

Recommended if you are already familiar with your electric car requirements, especially range.

**DEALERS**

Find dealers that are knowledgeable about electric cars, for test driving, buying or leasing.

Consult reviews by consumers like you, and submit yours.

Recommended if you already know the electric vehicles you are interested in.

Guide Me  Compare Cars  View Dealers
Select Cars

Here are the vehicles that match your lifestyle, requirements and budget. Select those you want to compare in the next step.

**Chevrolet Bolt 2017**
- Crossover
- 5 seats
- From $27,495 after incentives
- 238 electric miles

*High convenience (1 car)*
- Enough range to not need recharge on the road, even for your longer trips.

*Good convenience (6 cars)*
- Enough range for your average regular trips, commuting, in town, or ride sharing. May need recharge on the road for longer trips.

*Low convenience (0 cars)*
- Not enough range to cover all your average regular trips.
Dealer Benefits

- EV-focused incentives & sales training
- One-stop online incentives and event info
- Leads from experiential events, promos
- Shortened sales cycle
- Recognition for top performing dealers
- Higher CSI
EV Incentives & Sales Training

- Half-day offsite session
- Topics:
  - Market and technology Overview
  - Government incentives
  - EV Charging and Utility Rates
  - Explaining the Value of electric driving
  - EV Sales Best Practices
  - Using the EV Dealer Dashboard
- Supplemental in-dealer training
- Periodic refresher training
Pilot Programs

- **San Diego Drive Electric**
  - Launched May 1
  - 12 dealer participants
  - Funded by San Diego Gas & Electric
  - 12-month program (Phase 1)

- **Boston eStar Dealer**
  - 12-20 dealers
  - Funded by Department of Energy
  - Part of DOE New England EV Showcase award
  - 2-year program
  - September 9 launch
Thank you!

Questions?

Eric Cahill, Program Director

ecahill@pluginamerica.org
SDG&E's "Champions for Clean Air" program offers San Diego area teachers and first responders an exclusive $1,000 rebate on the purchase or lease of a new electric vehicle.

Are you eligible?
Vehicle Make *
Chevrolet

Vehicle Model *
Bolt EV

Dealership *

![Google Map](https://www.google.com/maps)

**GOLD**

SDG&E’s Drive Electric Dealer Program certified and specially trained by Plug In America
Nigel Zeid
Boulder Nissan
How to Sell EVs
National Drive Electric Week 2017

ANNIE FREYSCHLAG, CONSULTANT, ELECTRIFICATION COALITION
The Electrification Coalition (EC) is a nonpartisan, non-for-profit group of business leaders committed to promoting policies and actions that facilitate the deployment of electric vehicles on a mass scale in order to combat the economic, environmental, and national security dangers caused by our nation’s dependence on oil.
WHY Electric Vehicles?
OIL DEPENDENCE HARMS

- AMERICA’S ECONOMY
- NATIONAL SECURITY
- AND ENVIRONMENT
THE U.S. IS AT THE MERCY OF AN UNSTABLE OIL MARKET

92% of America’s transportation is monopolized by oil. Between 2002 and 2012, high and volatile oil prices added $1.2 trillion to the federal debt.
“THIS IS A NATIONAL SECURITY ISSUE FOR THE UNITED STATES.”

- Admiral Dennis Blair (Ret.), Former Director of National Intelligence; Former Commander in Chief of U.S. Pacific Command; and SAFE Board Member
FUEL SOURCE: ELECTRICITY

Cleaner
Domestic
Diverse
ELECTRICITY IS EVERYWHERE

Providing a price-stable fuel that’s cheaper than oil

Source: SAFE analysis based on data from Clean Cities Alternative Fuel Price Reports
BARRIERS TO WIDESPREAD EV ADOPTION

EDUCATION

INFRASTRUCTURE

COST
**OEM COMMITMENTS TO EV ADOPTION**

- **BMW**: 15-25% of sales to be EV by 2025
- **CHEVY**: 30 thousand annual EV sales by 2017
- **FORD**: 13 new EV models by 2020
- **HONDA**: 2/3 of 2030 sales will be EV
- **NISSAN/RENAULT**: 1.5 million cumulative EV sales by 2020
- **VW**: 2-3 million annual EV sales by 2025
54% of new car sales will be EV by 2040

- Estimates from Bloomberg New Energy Finance
EV Sales Increases in one community, after engaging in community-wide education activities.
WHAT CAN YOU DO?

to sell more EVs?
MEET BUSINESSES

Fleets are an excellent opportunity for volume EV sales, and businesses, municipalities, and utilities are often already interested in electrification of fleets.
LEARN WHY YOU ARE INTERESTED IN EVS

From national security, to economics, being able to convey why you think EVs is important to your customers will go a long way with a sale.
GET TO KNOW YOUR COMMUNITY

Many non-profit organizations host ride and drive events in cities across the U.S. Getting involved with these organizations and events will give your dealership and sales staff visibility.
THANK YOU FOR YOUR TIME!

ANNIE FREYSCHLAG
CONSULTANT
ELECTRIFICATION COALITION
(970) 829-0781
AFREYSCHLAG@ELECTRIFICATIONCOALITION.ORG
Contact Information

Tom Moloughney
Plug In America
tmoloughney@pluginamerica.org

Nigel Zeid
Boulder Nissan
nigel@bouldernissan.com

Annie Freyschlag
Electrification Coalition
Afreyschlag@electrificationcoalition.org

www.DFWCleanCities.org/EVNT    #texasEV
Questions & Discussion