Who we are

- The leading national voice promoting plug-in cars
- A national membership organization of passionate plug-in vehicle drivers accelerating the rollout of EVs
- The world’s deepest pool of experienced PEV drivers
Who I am

- 20+ year background in technology program management
- Aerospace/Defense and Automotive sectors
- Degrees in systems engineering, business management and transportation policy
- Dissertation on dealerships and EVs
- Joined Plug In America last October
- Proudly park a 2016 Chevy Volt in our garage

www.linkedin.com/in/cahillec
EVs are fundamentally different!!!

- It all boils down to **RISK**
- More dramatic changes in HMI
- Dependency on new infrastructure
  - Fueling (charging)
  - Institutional (e.g. legal and cultural)
- New customer needs emerge
- New retail channels and approaches needed
EV retail faces high barriers

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?

Too Much Work
- Limited knowledge of EVs
- Fickle buyers
- Complicated incentives
- Volume trumps sales quality

Too Little Reward
- Not enough OEM investment in EV marketing & sales
- Conventional cars more profitable
Addressing core dealer motivations

**Dealer Challenges**
- Uncertain profit, payback
- EVs take longer to sell
- Inexperience with EVs
- Sales force turnover
- Mismatched incentives
- Retail model incompatibility

**Solution Must:**
- Address uncertainty head on
- Inform consumers pre-dealer
- Immerse salespeople in EVs
- Develop and retain expertise
- Favor quality over quantity
- Create revenue opportunities
- Provide end-to-end support
DEALER ENGAGEMENT

Partnering with dealers to grow EV sales and deliver the full promise of electric driving...
Our Concept: *Drive Electric* Program

A trusted, brand-neutral 3rd party platform
Three Primary Activities: Qualification, Resources and Promotion

**Qualification**
- Dealerships agree to meet industry standards for EV sales best practices
- Share key data

*Improves Customer Experience and Trust*

**Resources**
- Dealerships receive sales training, dealer tools, expert assistance
- Customer leads from marketing effort

*Less Work, More Rewards*

**Promotion**
- Engage/inform consumers
- Connect EV customers with qualified dealers
- Recognize top dealers
- Use analytics

*Reduces EV Purchase Risk*
The *Drive Electric* EV Dealer Program

![Diagram with three legs: Qualification, Resources, Promotion, and Success]
The Drive Electric Dealer Program addresses these barriers

- Purchase Risk
- Too Much Work
- Too Little Reward

Potential EV buyer

Dealership offering EVs
Dealer Engagement Programs

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

- **Boston *Drive Electric* Pilot**
  - 12-15 dealers
  - Funded by Department of Energy
  - Part of DOE New England EV Showcase award
  - 2-year program
  - September 9 launch
Funding and Partners

• Funders:
  - U. S. Department of Energy
  - SDGE
  - Sempra Energy utility

• Partners:
  - Clean Cities
  - PlugShare
  - Massachusetts State Automobile Dealers Association Inc.
  - Electric Auto Association of San Diego
Early Findings from San Diego

• 3 separate half-day training sessions
• 40 attendees from over 14 area dealers
• BMW, Chevrolet, Ford, Kia, Mercedes-Benz, Nissan and smart
37 individual sales reps were surveyed in total

Survey Population - Response Count

- April 25: 10 (Intake survey), 10 (Post-event survey)
- April 26: 10 (Intake survey), 11 (Post-event survey)
- June 14: 17 (Intake survey), 17 (Post-event survey)
BMW, Chevrolet, Ford and Kia dealerships are the most represented

Survey Population – by OEM
From intake survey
37 total respondents

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<thead>
<tr>
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<th>April 25</th>
<th>April 26</th>
<th>June 14</th>
<th>Total</th>
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Total: 37
~1/4 of respondents have less than a year of experience, ~1/4 have more than 5 years of experience.

Years of Experience Selling EVs
From intake survey

- < 1 year: 11 (June 14: 4, April 26: 3, April 25: 3)
- 1-2 years: 5 (June 14: 2, April 26: 1, April 25: 1)
- 2-3 years: 2 (June 14: 3, April 26: 0, April 25: 0)
- 3-4 years: 7 (June 14: 4, April 26: 3, April 25: 0)
- 4-5 years: 2 (June 14: 2, April 26: 0, April 25: 0)
- > 5 years: 10 (June 14: 5, April 26: 3, April 25: 2)
Participants generally see value in interacting with other dealers

Value of Interaction with Other Dealers
1=Not important, 7=Very important
Sales reps’ knowledge is weakest in utility programs, electricians and finding customers, but the training helps address these gaps

### Average Knowledge Self-Assessment

1=Strongly disagree; 7=Strongly agree

<table>
<thead>
<tr>
<th>Category</th>
<th>Average Pre-training</th>
<th>Increase after training</th>
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</thead>
<tbody>
<tr>
<td>Comfortable talking to EV customers</td>
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<tr>
<td>EV customers are different</td>
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<td>Charging station availability</td>
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<td>Utility rates and programs</td>
<td>4.2</td>
<td>1.3</td>
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<tr>
<td>Finding accurate EV incentive info</td>
<td>5.4</td>
<td>1.3</td>
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<td>EV better than conventional</td>
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<td>Govt incentives</td>
<td>5.3</td>
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<tr>
<td>Recommended electricians</td>
<td>4.2</td>
<td>2.1</td>
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<tr>
<td>Where to find EV customers</td>
<td>4.3</td>
<td>1.8</td>
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Based on June 14 training
Government and utility incentives were the most helpful topics

Most Useful Topic
# Respondents

<table>
<thead>
<tr>
<th>Topic</th>
<th>April Trainings</th>
<th>June Training</th>
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<tbody>
<tr>
<td>EV101</td>
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<tr>
<td>EVSE101</td>
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<td>6</td>
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<tr>
<td>Home Charging &amp; Utility Incentives</td>
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<tr>
<td>Govt Incentives</td>
<td>10</td>
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<tr>
<td>Explaining the Value of Electric Driving</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>N/A</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

“Incident change and purchase incentives are somewhat confusing”

“Incentives are very important to our (Kia) customers”
EV and EVSE basics were the least useful topics

Least Useful Topic
# Respondents

April Trainings
- EV101: 7
- EVSE101: 5
- Home Charging & Utility Incentives: 0
- Govt Incentives: 1
- Explaining the Value of Electric Driving: 1
- EV Sales Best Practices: 5
- N/A: 2

June Training
- EV101: 3
- EV Charging and Utility Incentives: 0
- Government Incentives: 1
- Conveying the Value of Electric Driving: 2
- Best Practices - EV Customer Acquisition: 1
- Best Practices - EV Customer Assessment: 1
- Best Practices - EV Delivery and Post-Sales Support: 2
- N/A: 7

“Most of us have EV Sales Best Practices defined in CRM program”

“Out of all the modules, customer profiling is the one that has facts not set in stone. Although it is good to know the average EV buyer, everyone is different.”
The length of the training session (half-day) is about right
A vast majority of participants recommend the training

Would you Recommend the Training?

- Yes: 34
- No: 1
- N/A: 3

“Very informative and goes over all the different angles and incentives, etc. for selling an EV.”

“It covered aspects that are frequently asked and many which I would not have thought to ask about.”

“Very helpful information that makes a salesperson credible.”
Thank you!

Questions?

Eric Cahill, Program Director

ecahill@pluginamerica.org
Back-up Slides
EV Sales Training

• Half-day offsite session
• Topics:
  – Market and technology overview
  – EV Charging
  – Government and utility incentives
  – Value of electric driving
  – EV Sales Best Practices
  – Hands-on EVSE demonstration
Core Elements

• Qualification
  – Commitment, Data Sharing, Pricing

• Resources
  – EV Sales Training, Tools & Resources
  – Dealer Recognition (and incentives?)

• Lead Generation
  – Community and workplace events
  – Featured listings, SEO and paid search
Dealer Engagement Programs

Introducing the Drive Electric Dealer Program

Now calling San Diego area EV Dealers: Click APPLY NOW at the bottom of this page to enroll

Tools and Resources for Plug-in Dealers and Consumers

We want every plug-in buyer to have an exceptional ownership experience – one they can’t wait to share with their friends, family and network of friends. It’s an exciting new initiative that taps dealers ready to step up and deliver the full promise of electric driving to new car shoppers.
What We Do

1. Outreach and Education
   • Provide people with practical unbiased information so they can buy the car that fits their lifestyle and needs

2. Policy Work
   • Create federal, state and local policies for EV ownership like rebates/tax credits, building codes, public charging, carpool stickers

3. Research