Increase awareness through “butts in seats,” media coverage, government announcements.

NDEW ‘16 had 120,000, 7,000 test drive at 235 events. Sierra Club, Plug in America, Electric Auto Association, & local partners secured 440 media hits.

Also, pushing utilities to do more through mailings, events & web resources.
Our volunteers were 2 1/2 times more likely to find no EV on a dealership lot in the nine other ZEV states than they were in California.

Among the dealerships our volunteers visited that had at least one EV, the average number of EVs on lots in California was nearly twice the average number on lots in the nine other ZEV states.

Of our respondents who asked to test drive an EV, they were told at 14% of the dealerships that the car was not sufficiently charged, including at 22% of the Chevy dealerships and at 21% of the Ford dealerships visited.
Of the visits to dealerships with at least one EV on the lot, volunteers indicated that only **about 50%** of the salespeople they spoke with provided information on how to fuel the EV while traveling.

Of the visits to dealerships with at least one EV on the lot, volunteers found that **42%** of the time EVs were either “not prominently displayed” or were only “somewhat prominently displayed.”

Of the visits to dealerships with at least one EV on the lot, volunteers indicated that **about 33%** of the time the salesperson did not discuss the federal and state tax credits and rebates available to lower the cost of an EV.
KEY FINDINGS

Overall EV Shopping Experience

![Bar chart showing overall EV shopping experience for various car brands. The chart compares positive, mediocre, and negative experiences across different brands.](chart.png)
RECOMMENDATIONS

Automakers:
- **Increase EV inventory** for more dealerships in more states.
- Provide dealers with current and **detailed info on federal and state rebates and incentives, tax credits, and utility discounts**.
- Significantly **increase national EV marketing** and advertising.

Auto dealers:
- **Seek out EV certification** for their dealership/salespeople, with one or more designated as EV specialists.
- **Display EVs prominently.**
- **Recognize and reward** high-performing EV salespeople.

Government:
- **Create/expand consumer incentives**, such as rebates. Additional incentives for low-income residents.
- **Provide grants and incentives** for businesses, municipalities, and government agencies to invest in EV fleets and charging infrastructure.