Engaging Dealers to Transform Car Markets

Program Overview
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Problem Statement
New customer, dealer pain points

**High Purchase Risk**
- Does a plug-in car work for me?
- Which EVs meet my needs?
- How much can I save?
- Who do I trust for information?

**Too Much Work Too Little Reward**
- Unfamiliar with EVs
- Complicated incentives
- Fickle customers
- Longer sales cycle
- More liability
- Lower commissions
- Less service & maintenance profit
- Insufficient training and resources

Consumer

Auto Dealer
Approach

Consumer

- Purchase Risk

- Too Much Work
  - Too Little Reward

Auto Dealer
Opportunity

1. Consumer
2. "Plug-In Ready" Customer
3. Qualified New EV Dealer
4. Plug-In Owner
An Integrated Approach

Qualified Dealers

Tools & Resources

Rewards
An Integrated Approach

Qualified Dealers

Tools & Resources

Rewards
An Integrated Approach

Qualified Dealers

Tools & Resources

Rewards
An Integrated Approach

Qualified Dealers

Tools & Resources

Rewards
Deployment

- **San Diego Pilot (SDG&E)**
  - 3 sessions, 12 dealerships, 7 OEMs
  - Launched 4/1/17, 9 months

- **Boston Pilot (DOE)**
  - 16 dealerships from 8 OEMs
  - Launched 9/6/17 with NDEW, ends 9/18

- **Los Angeles Pilot**
  - Funded by LADWP and SoCal Edison
  - Trainings in progress; 12-16 dealers
Training addresses gaps in salesperson knowledge of utility programs, government incentives, electricians

**Average Knowledge Self-Assessment**
1=Strongly disagree; 7=Strongly agree

- Comfortable talking to customers: 5.0 [5.7] 0.7
- EV customers are different: 6.1 [6.5] 0.4
- Charging stations: 5.5 [6.8] 1.3
- Utility rates and programs: 4.2 [6.3] 2.2
- Info on govt EV incentives: 5.4 [6.7] 1.3
- EV better than conventional: 6.1 [6.9] 0.8
- Govt incentives: 5.3 [6.3] 1.0
- Recommend electricians: 4.2 [6.3] 2.1
- Find customers: 4.3 [6.1] 1.8

- Average Pre-training (all dates)
- Increase after training
Findings

• Shores up key gaps for sales staff
• Mixed training delivery works
• Dealers value sales collateral
  – Train-the-trainer use, plus credibility with customers
• 6.5% increase in EV rebates issued*
• Data is challenging to collect

*California ARB 2017 data, San Diego treatment vs. control group
Next Steps

Qualified Dealers

Tools & Resources

Rewards
Qualified Dealers

PlugStar Preferred Dealer Program

ELIGIBILITY

Dealers applying for enrollment in one of our current PlugStar programs must be able to commit to the following basic program:

- Assign 2 or more Sales Staff as EV Specialists
- Complete PlugStar Training
- Support Local EV Events

Bronze PlugStar
Silver PlugStar
Gold PlugStar
Tools: Plugstardealers.com

Welcome to PlugStar
Connecting Electric Car Buyers to Qualified Electric Car Dealers

Let us know who you are and we’ll be your guide:

- **Car Buyer**
  Find the electric car that meets your needs plus rebate offers in your state.

- **Dealership**
  Join the PlugStar Dealer Network! Already a member? [LOG IN]

- **About PlugStar**
  Learn more about how we are making it easier to buy an electric car.
Tools for Auto Dealers

KNOW THE COST OF ELECTRICITY

Your zipcode:
90211

Your utility company:
SCE

Your kWh price:
$0.130

Cost to drive
30 miles:
$1.09

Bolt 2018

$37495
MSRP

$7500
Federal Tax Credit

Fill CVRP info for
CA Clean Vehicle Rebate

$450
Utility/Local Incentive(s)

$29545
Price After Incentives
Tools for Consumers

Welcome to the Electric Car Shopping Assistant
Let us guide you
Get Started

Find a Specific Electric Car

View Vehicle

Browse Electric Cars
Find a Local Test Drive Event
Find an Electric Car Dealer
Welcome to the Electric Car Shopping Assistant
Let us guide you
Get Started

FIND A SPECIFIC ELECTRIC CAR

Are you ready to drive electric? Take a look at all of the electric cars that are available today to find your match.

View Vehicle

Browse Electric Cars

Find a Local Test Drive Event

Find an Electric Car Dealer
Plug Star

FILTERS
Clear filters - See all cars

- Own
- Lease

Budget after incentives, in zip 92121
< $500/mo.

Vehicle type
- Sedan
- Hatchback
- Coupe
- Crossover
- Minivan
- SUV
- Wagon
- Truck

Seats
- 2
- 4
- 5
- > 5

Fuel
Minimum Range
Location
Zip code: 92121

Update

Chevrolet Bolt
Heart
- Downpayment: $439
- Electric: 238 miles

Toyota Prius Prime
Heart
- Downpayment: $359
- Total: 640 miles

Chevrolet Volt
Heart
- Downpayment: $366
- Total: 420 miles

Ford Fusion Energi
Heart
- Downpayment: $460
- Electric: 53 miles

Chrysler Pacifica Hybrid
Heart
- Downpayment: $540
- Electric: 420 miles

BMW i3
Heart
- Downpayment: $542
- Electric: 53 miles
Chevrolet Bolt 2018
Manufacturer website

Incentives for San Diego, CA 92121, in San Diego County; local utility is SDG&E.

Eligible for HOV Lane Access

OWN

LEASE

DOWNPAYMENT

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-tax cost</td>
<td>$439</td>
</tr>
<tr>
<td>Upfront sales tax</td>
<td>$50</td>
</tr>
<tr>
<td>Downpayment</td>
<td>$439</td>
</tr>
<tr>
<td>California Clean Vehicle Rebate</td>
<td>$2,500</td>
</tr>
<tr>
<td>SDG&amp;E Teacher and First Responder incentive</td>
<td>$60</td>
</tr>
<tr>
<td>Downpayment, minus extra incentives</td>
<td>-$2,061</td>
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</table>

LEASE PAYMENT* ($/MONTH)

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-tax lease (includes federal tax credit)</td>
<td>$333</td>
</tr>
<tr>
<td>Sales tax</td>
<td>$26</td>
</tr>
<tr>
<td>Total monthly lease</td>
<td>$359</td>
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</table>

*Base lease cost over 36 months; excludes DMV registration fees.

INCENTIVES

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Federal Tax Credit</td>
<td>$7,500</td>
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<tr>
<td>Reduces lease payment</td>
<td></td>
</tr>
<tr>
<td>California Clean Vehicle Rebate</td>
<td>$2,500</td>
</tr>
<tr>
<td>In addition to lease reduction</td>
<td></td>
</tr>
<tr>
<td>SDG&amp;E Teacher and First Responder incentive</td>
<td>$0</td>
</tr>
<tr>
<td>In addition to lease reduction</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

Refine Incentives
<table>
<thead>
<tr>
<th>Category</th>
<th>Own</th>
<th>Lease</th>
<th>Difference</th>
</tr>
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<tbody>
<tr>
<td>gasoline</td>
<td>$80,000</td>
<td>$80,000</td>
<td>$0</td>
</tr>
<tr>
<td>maintenance</td>
<td>$100,000</td>
<td>$100,000</td>
<td>$0</td>
</tr>
<tr>
<td>insurance</td>
<td>$100,000</td>
<td>$100,000</td>
<td>$0</td>
</tr>
<tr>
<td>electricity</td>
<td>$30,000</td>
<td>$30,000</td>
<td>$0</td>
</tr>
<tr>
<td>total</td>
<td>$230,000</td>
<td>$230,000</td>
<td>$0</td>
</tr>
</tbody>
</table>

EV cheaper than similar gas car by $2,989 over 36 months.

Chevrolet Bolt 2018

View: Total | Yearly | Monthly | Per Mile

Annual driving 12,000 miles

Plug In America

Manufacturer website

Compare Favorites

Find Dealer

Overview | Price & Incentives | Cost Analysis | Reviews | Popularity
<table>
<thead>
<tr>
<th>Dealer Name</th>
<th>Address</th>
<th>Rating</th>
<th>Distance</th>
<th>Website</th>
<th>Rebate Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weseloh Chevrolet</td>
<td>5335 Paseo Del Norte, Carlsbad, CA, 92008</td>
<td>5/5</td>
<td>178 miles</td>
<td><a href="#">Dealer Website</a></td>
<td><a href="#">Apply for SDG&amp;E Teacher and First Responder Rebate</a></td>
</tr>
<tr>
<td>Jimmie Johnson’s Kearny Mesa</td>
<td>7978 Balboa Avenue, San Diego, CA, 92111</td>
<td>5/5</td>
<td>6.0 miles</td>
<td><a href="#">Dealer Website</a></td>
<td><a href="#">Apply for SDG&amp;E Teacher and First Responder Rebate</a></td>
</tr>
<tr>
<td>City Chevrolet</td>
<td>2111 Morena Blvd, San Diego, CA, 92110</td>
<td>5/5</td>
<td>(no ratings yet)</td>
<td><a href="#">Dealer Website</a></td>
<td><a href="#">Apply for SDG&amp;E Teacher and First Responder Rebate</a></td>
</tr>
</tbody>
</table>
Welcome to the Electric Car Shopping Assistant
Let us guide you
Get Started
Here are the community test drive events around you, where you can try electric cars for free. If you cannot find a suitable event, contact a dealer for a test drive.

1. Oxnard NDEW
   Car: Ride and drive by National Drive Electric Week
   September 9th 2018, 9:30am to 3:00pm
   Channel Islands Harbor
   West Channel Park
   Oxnard, CA 93035

2. LA Auto Show
   Car: Auto show
   November 30th 2018, 9:00am to December 9th 2018, 5:00pm
   Los Angeles Convention Center
   1201 S Figueroa St
   Los Angeles, CA 90015
Welcome to the Electric Car Shopping Assistant
Let us guide you
Get Started
Dealer name:  
Address: 92121  
Brand: All  

1. Kearny Pearson Kia  
   Average rating:  
   (no ratings yet)  
   Kia dealer 5.2 miles away  

2. Kearny Pearson Ford  
   Average rating:  
   (no ratings yet)  
   Ford dealer 5.2 miles away  

Apply for SDG&E Teacher and First Responder Rebate  

PlugStar EV Certified by Plug In America  
KIA EV Certified by Kia  
Ford EV Certified by Ford
Thank you!

Eric Cahill, Program Director
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