The Electrification Coalition (EC) is a nonpartisan, non-for-profit organization dedicated to accelerating the mass adoption of electric vehicles (EVs).

Drive Electric Orlando funded, in part, by the U.S. Department of Energy and administered by the Florida Department of Agriculture and Consumer Services.
## Core Strategies

### Partner Engagement
- Engage partners to offer incentives and provide a one-of-a-kind travel experience.

### Conference and Corporate Outreach
- Target major conferences and frequent business travelers.

### Expanded PEV Options
- Work with rental agencies to increase inventory and diversity.

### Marketing Program
- Launch targeted marketing programs in key cities.

### Consumer Purchase
- Follow up with renters to continue to engage and educate.
Drive Electric Orlando marketing

Marketing plan:
• Digital advertising to drive consumers to the DEO website.
  o Channels included social media, digital ads and search engine marketing. Top Sources
    ▪ Direct/Digital Ads (40%)
    ▪ Google/Organic (38%)
    ▪ Google Adwords (6%)
    ▪ Facebook (2%)
• Clean Cities targeted local outreach and stakeholder engagement:
  o Central Florida, Rhode Island, Empire, Greater Washington DC, Georgia
Drive Electric Orlando marketing

**Target Audience**
- Families with kids ages 2–15
- Household income of $100k+
- Own or are considering the purchase of an EV/Hybrid
- Environmentally conscious, use sustainable products

**Top Performing Keywords:**
- Auto rental
- Discount car rental
- Walt Disney Resort
Project Partners
Successes and Lessons Learned

Successes

- DEO broke the barrier of a rental car application
- Program is a model of strategic partnerships between private, public and NGO sectors
- Established perks program beyond just environmental benefits
- Proved that interest in the EV rental car market exists from high click-through rates online

Lessons Learned

- Rental car counter interactions are relatively brief to communicate benefits of EVs
- High turnover staff can result in constant training
- EVs are small part of rental car fleet, which can equal less repetition
- People may “chicken out” at the rental car counter
The Electrification Coalition

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