Partnering with dealers to drive EV sales

Roadmap 12

Eric Cahill, Program Director
June 18, 2019
What is PlugStar?

A turn-key toolset and common platform for informing consumers and for recruiting, training and supporting EV dealers.

PlugStar.com helps customers compare and experience EVs, shop equipment and services, and connect with PlugStar dealers for a better experience.
What’s In It for Dealers (WIFD)!

Accreditation

Tools & Resources

Rewards
Expanding Our Experience Base

Active PlugStar Programs:
- Sacramento (2018 – 2020)
- San Diego (2018 – 2019)
- Los Angeles (2019)
- St. Louis (2019)
- New Jersey (2019 – 2020)

Completed PlugStar Programs:
- Boston (2017 – 2018)
- Los Angeles (2018)
Who We Work With

Ameren
electrify america
CNCDA
Electric Auto Association
SMUD™
Sacramento Municipal Utility District
SDGE
Massachusetts State Automobile Dealers Association INC
Southern California Edison
Chargeway
Sempra Energy utility
Charge EVC
Reach Strategies
S Curve Strategies
Clean Cities
U.S. Department of Energy
NJ Car
PlugShare
ChargeHub
zappyride
Plug Star
PlugStar.com Feature Set

- Browse ALL available EV models from EVERY brand
- Compare to ANY all-electric, plug-in hybrid, hybrid or ICE vehicle(s)
- See available location-specific EV incentives and programs and personalize
- Shop and compare EV charging equipment
- Find local EV educational and experiential events
- View area EV dealers and connect with PlugStar accredited EV dealers
- Use the EV Shopping Assistant for step-by-step guidance
- EV customer journey analytics and insights
The Impact We’ve Made

PlugStar tracks the customer journey on PlugStar.com

PlugStar.com received more than 150,000 visitors from September 7th 2018 - June 10th 2019

Nearly 1 in 5 of EV buyers in Sacramento and San Diego now cite use of PlugStar.com during their vehicle search
“I liked it a lot... this was gorgeous start to finish. I was thoroughly impressed and am really looking forward to... recommending this to friends and family...”

“I really appreciate the amount of information on each car and the way it's presented. This site seems EXTREMELY useful in finding an electric car!”

“I liked the assistant. I liked the design. It was simple but nice looking and cheerful.”
What’s in it for Dealers (WIFD)

- “EVs as a Category” training and certification
- Manual and one-pager quick reference sheet
- Mobile-friendly PlugStar Dealer Portal
- Dedicated PlugStar.com Dealer URL link
- “Plug-in Ready” customer leads
- Expert support hotline
- Monetary per-EV-sold dealer incentive*
- Recognition and Awards

*Where available (currently greater San Diego and Sacramento metro areas)
Dealer Portal Conveys Costs of EV Ownership

Know the cost of electricity

Your zipcode: 95817

Your utility company: SMUD

Your kWh price: $0.082

2018 330e
Cost to drive: It's like paying: $1.15 a gallon
Share

2019 530e
Cost to drive: It's like paying: $1.13 a gallon
Share

2019 740e
Cost to drive: It's like paying: $1.28 a gallon
Share
The Impact We’ve Made

- 99% of sales staff would recommend PlugStar training
- Trained salespeople sell nearly 2X more EVs
- Large across the board increases in confidence selling EVs

### Salesperson Confidence (1 - 7 Scale):

<table>
<thead>
<tr>
<th>Activity</th>
<th>Before</th>
<th>After</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talking to customers about EVs</td>
<td>5.6</td>
<td>6.3</td>
<td>13.4%</td>
</tr>
<tr>
<td>Finding qualified electricians</td>
<td>3.2</td>
<td>5.9</td>
<td>83.0%</td>
</tr>
<tr>
<td>Discussing government and local EV incentives</td>
<td>4.8</td>
<td>6.2</td>
<td>30.5%</td>
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<tr>
<td>Discussing utility rates and EV programs</td>
<td>3.5</td>
<td>6.1</td>
<td>72.6%</td>
</tr>
<tr>
<td>Discussing cost of charging an EV</td>
<td>3.7</td>
<td>6.3</td>
<td>69.1%</td>
</tr>
<tr>
<td>Sharing the benefits of driving electric</td>
<td>5.7</td>
<td>6.6</td>
<td>15.7%</td>
</tr>
</tbody>
</table>
More Impacts and Key Findings

What dealers have to say about PlugStar

"Our sales staff has a much better understanding of incentives and other regional resources for the Prius Prime, and sales are better than expected since the start of the PlugStar program"
- Toyota Manager

"Our Leaf sales have doubled since the start of PlugStar training and the incentive program"
- Nissan Sales Manager

"The PlugStar tool provides us with a one stop shop for everything we need to inform our customers on costs, charging, and incentives."
- Honda Fleet Manager

"All of the resources that PlugStar offers is a huge help to our sales team and customers."
- Nissan General Manager

"Our sales staff has a much better understanding of incentives and other regional resources for the Prius Prime, and sales are better than expected since the start of the PlugStar program"
- Toyota Manager
What’s Next for PlugStar

● Adding more regions across the U.S.
● A nationwide online credentialing program
● PlugStar.com and client / partner site updates
  ➢ Integrated EV event management and customer follow-up
  ➢ Dealer inventory and pricing
  ➢ Used and pre-owned EVs
● Dealer competition, awards and recognition
Questions?

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