Objective:
Make EV driving and charging easy, affordable, and clean

Xcel Energy’s Residential EV Program

Increase awareness and offer advice
Home charging installation
Rates and smart charging
Creating an easy customer experience from the point-of-sale to charging behavior through industry partnerships

**Xcel Energy’s EV Trade Partner Network**

1. Provide more opportunities for auto dealers to SELL
2. Minimize and simplify the sales process
3. Support auto dealer innovation and EV leadership

**How:**
- Boots on the ground approach
- 140+ dealerships in network
- 200+ sales personnel trained
- Dealership tiers & segments

**Key themes:**
- “Unable to get allocation”
- “Consumer awareness is a barrier”
- “Today’s EV buyer is unique”
Partnership Efforts

- Sales trainings
- Special rebate offers
- On-site materials
- Co-marketing & events
- Turnkey charging solution
- EV Service Pilot
- Dealership incentive program