DEALERSHIP & OEM ENGAGEMENT
CONSUMER ADOPTION STRATEGY

DEALER & OEM ENGAGEMENT

GOALS
- 36 Dealers Actively Engaged
- 13 OEMs Actively Engaged
- 52 Meetings w/ Dealers a Year
- 2 Dealer Engagement Events a Year
- 10 OEM Visits a Year
- All dealers are engaged w/ Smart Columbus - Receive regular communications

Over 99% car sales come from dealerships

PROGRAM OVERVIEW
- EV Adoption Manager serves as lead Smart Columbus contact for all Dealer Interface and EV specific OEM Engagement
- Regular meetings with dealers held by the EV Adoption Manager
- Events organized and hosted to facilitate coalition building and peer pressure among dealer community
- OEMs regularly engaged by the Adoption Team and Ride and Drive Roadshow Team

PROGRAM INTEGRATION
- Facilitates the Dealer Certification program
- Helps attack the supply issue to dealers
- Feeds into inventory tracking and supports reporting needs
- Coalition building
- Generates Playbook Content
CONSUMER ADOPTION STRATEGY

INCREASE INVENTORY

GOALS

- 75% of all EV/PHEV sold in the U.S. are sold in market
- 75% of all dealerships in Columbus area eligible to sell an EV model have inventory on lot.
- 100% of all EV/PHEV OEMs supply vehicles in market
- 23 EV/PHEV models sold in market

TO DATE

- PEVs can experience up to 6 month delay from announcement to availability
- PEV on-lot inventory scarcity is a major reason for dealers to fall back to ICE in the sales process

As a non-ZEV state, Ohio is often considered a second-tier EV market by OEMs, and not open to all available PEV models.

PROGRAM OVERVIEW

- In parallel with Dealer Certification, we are engaging engage OEMs and educate them on Smart Columbus to show the scale of demand we are trying to drive
- This demand will require increased inventory allotments to local dealers
- Strategic and targeted engagement with OEM contacts to influence distribution
- Progress will be measured through Quarterly audits by the Electrification Coalition which entails pulling inventory logged on cars.com

PROGRAM INTEGRATION

- Enhance group purchasing opportunities
- Outcomes connected to success of Dealer Certification Program & OEM engagement
- Promotes Smart Columbus Brand
- Generates Playbook Content
- Can add to Ride & Drive Roadshow model availability
PRODUCT AVAILABILITY
OEM ENGAGEMENT CADENCE

WEEKLY

- Send our opt ins (leads) to the OEMs, if they choose to receive them rather than the dealers.

BI-WEEKLY

- Check in on any outstanding items
- Go over upcoming opportunities.
- Go over the amount of opt in and drives at R&Ds and Experience Center.

BI-ANNUAL

- Send report with full breakdown of drive metrics
- Send signed test drive waivers and updates on vehicle mileage and condition
Industry change is coming and dealers need to be prepared.

Dealers are typically under-educated on EVs, and OEMs do not provide good training on the benefits of their options.

Feedback has shown dealers fall back to selling what they know, ICE.

Dealer environment is typically not comfortable for consumers, so incorporating Smart Columbus creates comfortability for the consumer.

Connects the Smart Columbus consumer journey.

DEALERS SELL THE CARS
**CONSUMER ADOPTION STRATEGY**

**DEALER CERTIFICATION**

Local car dealerships are our closers. The sales people and the shopping environment at local dealerships are significant factors that take a consumer from the consideration phase to the point of sale. 75% of consumers do not trust dealers. To remedy this and put dealers in a position to sell more EV/PHEVs and create consumer trust, we will launch a Dealership Certification.

**GOALS**

- 33% of Dealerships Certified
- Certify 25 Dealerships
- 13 dealers w/ Charging on site
- 6 dealer-driven EV advertisements

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**Five U.S. states offer some sort of incentive or recognition to dealerships that sell electric vehicles**

**The EV sales experience has been, and is currently, marred with inconsistency**

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**PROGRAM OVERVIEW**

- Much like LEED certification, the Dealership Certification credentials dealerships based on their meeting of a set of requirements that confirm they will deliver a positive sales experience for the customer.
- The certification framework provides ability to direct customers to preferred dealers
- This program will have dealers
  - Sell EV/PHEVs
  - Install charging on site
  - Get trained on Smart Columbus
  - Share data
  - Actively invest in EV/PHEV marketing

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**PROGRAM INTEGRATION**

- Leveraged for Data Measurement on Inventory/Supply
- Leveraged to Optimize Consumer Adoption Campaign
- Leveraged for Test Drive Strategy
- Used to conduct Extended Test Drives
- Generates Social Media Content and Increases Followership
- Supports EV Charging Infrastructure Goals
- Promotes Smart Columbus Brand
- Generates Playbook Content
Dealer Engagement

**ELECTRIFIED DEALER PROGRAM**

**Requirements**
- Share Sales Data
- Educate Customers On:
  - Charging, technology, Smart Columbus
- Train at least two Salespeople
- Have charging on site
- Co-Market EVs with Smart Columbus
- Advertise EV Models

**Benefits**
- Creative Content for Sales Promotion
- Educational Content for Customers
- Public Endorsement by Smart Columbus
- Logo on website and Ride and Drive Roadshow
- Facilitated training for sales team
- Access to FTP Lead Tool
DEALER ENGAGEMENT

ELECTRIFIED DEALER PROGRAM

1. EV READINESS
2. EV PROMOTION
3. SHARE WITH SMART COLUMBUS
Smart Columbus provides training for at least two salespeople on the benefits of driving electric and Smart Columbus 101.
DEALER ENGAGEMENT

FI ELECTRIFIED DEALER PROGRAM

1. EV READINESS
2. EV PROMOTION
3. SHARE WITH SMART COLUMBUS

• ACTIVELY MARKET PLUG-IN OPTIONS
• DISPLAY EDUCATIONAL CONTENT
• DISTRIBUTE NEW OWNERS GIFT
• LEVERAGE SMART COLUMBUS BRAND
1. EV READINESS
2. EV PROMOTION
3. SHARE WITH SMART COLUMBUS

- PROVIDE MONTHLY SALES DATA
- CO-INVEST IN ADVERTISING
- DEALER ROUNDTABLE
Smart Columbus built and convened a community of practice for engaged, electrified dealers.
DEALER ENGAGEMENT CADENCE

WEEKLY
• Send our opt ins (leads), if they choose to receive them rather than the OEMs
• Updates on events of note that benefit their interests

BI-MONTHLY
• One-on-one touch base about trends at the dealership and developments in Smart Columbus

ANNUALY
• Invited to Partner Reception
• Provide Annual Report
• Receive End of Year Gift
DEALER ENGAGEMENT INSIGHT

• DEALERS ARE SALES PEOPLE, CREATE VALUE FOR THEM AND THEN FOLLOW-UP WITH YOUR ASK

• CALL OR MEET IN PERSON, DEALERS ARE MORE RECEPTIVE TO ACTUAL DIALOGUE RATHER THAN DIGITAL

• BE READY TO INVEST EACH DEALER ENGAGEMENT
2019 GOALS AND OBJECTIVES

ELECTRIFY 25 DEALERSHIPS
• Expand outreach to the other dealers in the region who take inventory of plug ins
• Expand engagement to dealers of top selling models and create initial buy in

MANAGE CONTRACTUAL ARRANGEMENTS OF 16 VEHICLES
• Continue to engage with our OEM partners
• Show the numbers and provide opt ins so value is clearly seen

INCREASE INVENTORY & MODEL AVAILABILITY
• Engage otherwise untapped OEMs like Hyundai and Kia for the Kona and Niro respectively
• Do deeper with engaged dealers and OEMs to increase inventory of top selling options

CONSIDERATIONS
Model Availability
Decreasing Tax Credit

MODEL AVAILABILITY

Decreasing Tax Credit