

Spiffing up EV Adoption
*Auto Dealerships,
EV Education and Incentives*

EV Roadmap Conference
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About VEIC



- Mission driven non-profit
- Energy efficiency & renewable energy programs
- 350+ employees
- Locations: VT, DC, NJ, OH
- www.veic.org



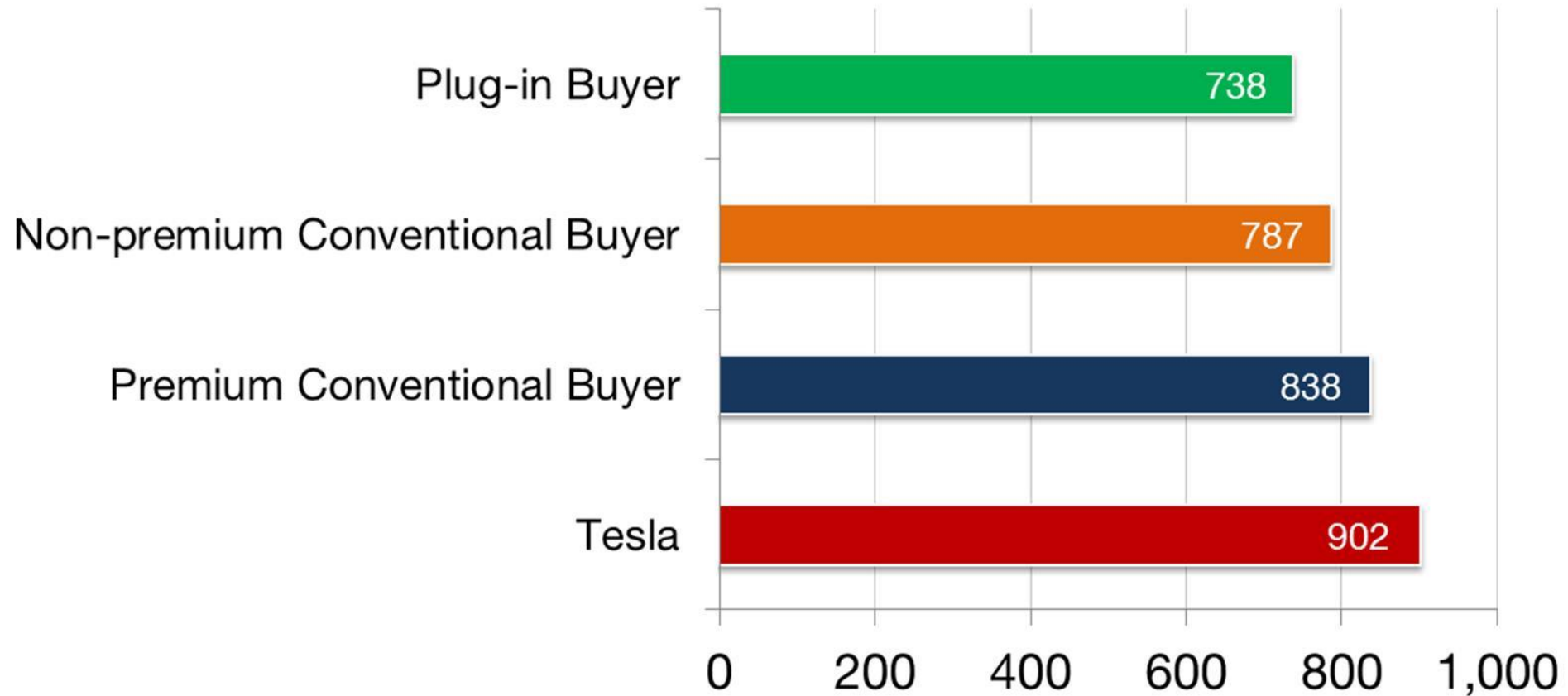
Drive Electric Vermont

A public-private partnership working to increase the use of electrified transportation in Vermont



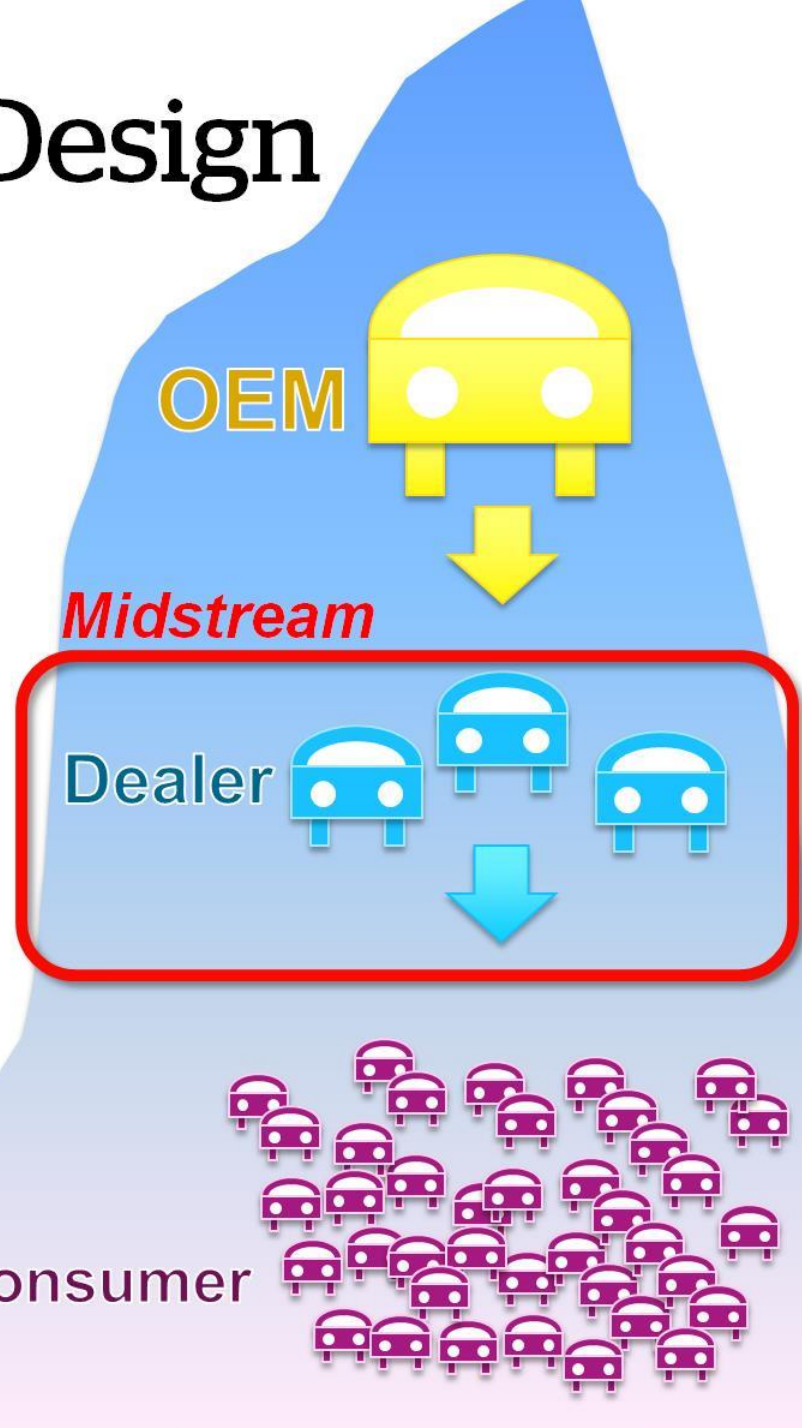
Dealer Experience

Overall Buyer Satisfaction with Purchase Experience



Incentive Program Design

- Immediate consumer benefit
- Easy to understand
- Dealer value proposition
 - Complements dealer offerings
 - Meet sales goals
 - PROFIT



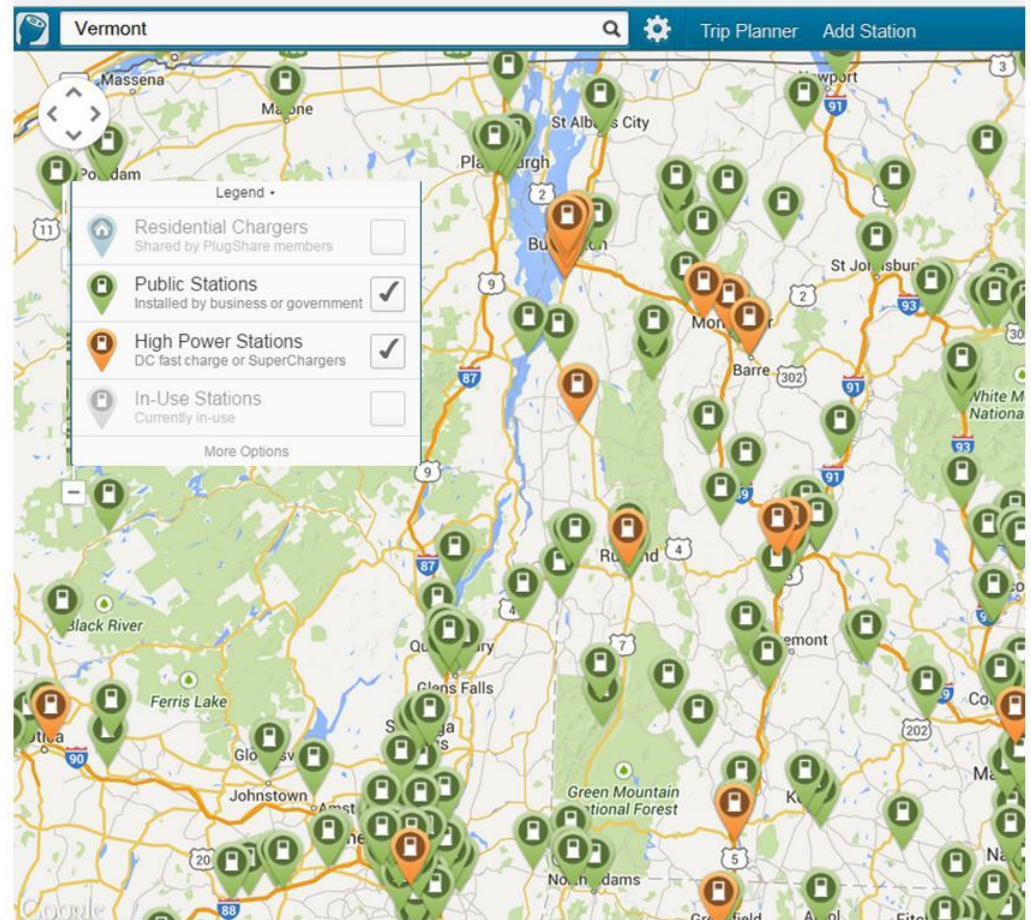
Pilot Implementation



- \$200 dealer incentive
- Participants selected through auto dealer trade organization
- Paper voucher processing

Dealer Training

- Supplement OEM Training
- Compare vehicles
- Charging infrastructure
- EVs in Vermont conditions
- Sales approach



Lessons Learned

- Cultivate relationships
- Incentive amount
- Voucher processing
- Consider dealer business implications
- Federal tax issues

TWIN STATE FORD
Ford

KISS YOUR GAS GOODBYE!
WITH A NEW FORD ENERGI AT TWIN STATE FORD
They Simply Recharge in any household outlet!

*As Summer Fuel Prices Increase ...
Increase Your Fuel Efficiency and*
\$SAVE MONEY!

OWN IT	2014 FORD C-MAX HYBRID SE	42 MPG CITY WOW!
ONLY \$299/MO ZERO DOWN!	\$25,460 Ford Factory MSRP - 2,000 Ford Credit Retail Bonus Cash <small>(Requires financing through Ford Credit)</small>	0% FOR 72 MONTHS*
\$23,460*		

LEASE IT	2015 FORD C-MAX ENERGI SEL	88 MPG CITY WOW!
LEASE FOR JUST \$199/MO FOR 36 MONTHS	MSRP: \$32,480 <small>Lease for \$199 a month for 36 months with \$999 down. Includes \$8,357 in Ford rebates. Tax, title, registration not included. Based on 10,500 miles per year, security deposit waived.</small>	

HOURS:
Monday-Friday 8-6
Saturday 8-4
Sunday Closed for Family

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Promotion



<https://www.youtube.com/watch?v=V-6veDmfe5U>

Thank You

