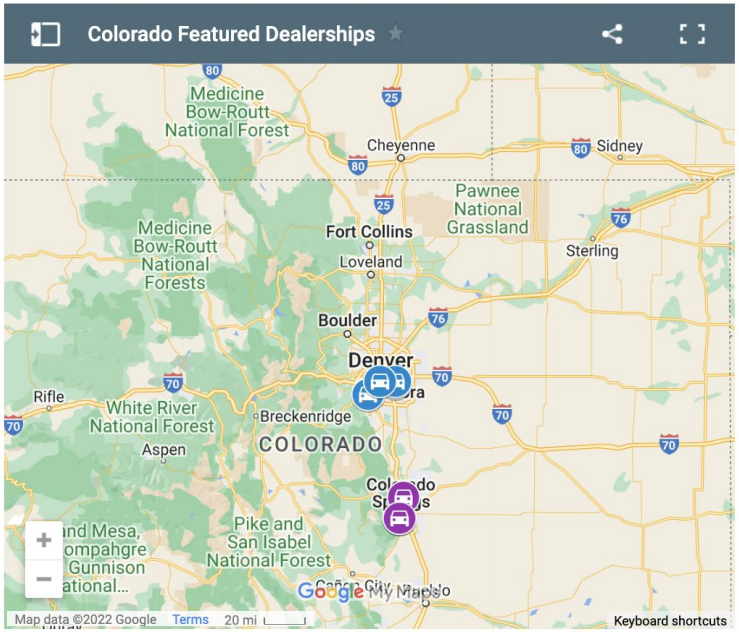
Featured Dealership Program

DRIVE ELECTRIC COLORADO

Featured Dealership

- **Goal: increase dealership engagement and Drive Electric funding by leveraging the EV resources you offer**
- Make connections to dealerships who are selling EVs and learn about what struggles they are facing
- Utilize dealership cars for ride and drives (less liability)
- Gain access to inventory for EV events

Check out the EV deals from these featured dealerships:



Click here to view this map in a different tab.

Benefits of Featured Dealers

Featured Landing Page

- Contact information with sales specialist/manager
- Updated EV inventory
- Special deals
- Potential leads

Coaching support

- Coaching concierge
- “Phone a friend” for EV sales staff
- Support for tax credit/utility rebates

Marketing

- Social media support for special deals
- Co-branded educational collateral

Events

- Invite dealers to your EV events to showcase
- Leverage dealership cars for ride and drives
- Bring dealership cars to fleet showcases or charging demos

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How to Reach Out

- Cold calls, in-person visits, introductory meetings about your Drive Electric initiative
- Determine your sponsorship level for each dealership
- Create a one-pager of the benefits Featured Dealers receive to send as a follow up

DriveElectricColorado.org

How to Get Started

- Cold calls, in-person visits, introductory meetings about your Drive Electric initiative
- Determine your sponsorship level for each dealership
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Other Considerations

- Inventory
- Market Areas
- Dealership models

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Free EV Coaching

Coaching Services

- We provide FREE EV coaching to answer all your EV questions
- ‘Contact Us’ on our website any time!

Please Share Drive Electric Colorado as a resource to your friends and family!

DriveElectricColorado.org

More Info

Visit DriveElectricColorado.org to find more info on:

- EV Myths and Mythbusters
- Available EVs - sort through models to find the one for you
- Be in Charge Pledge - commit to driving an EV!
- Upcoming EV-ents

Meta @driveelectriccolorado

@driveelectricco

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QUESTIONS?

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