DRIVE Electric USA Program Success Stories from Priority Area 6:

Engage Dealerships & Create Preferred Dealer Programs

Five stories included (in order):
1. Drive Electric Alabama – “Alabama Car Dealers and Drive Electric Alabama”
2. Drive Electric Colorado – “Featured Dealership Program”
3. Drive Electric Florida – “Drive Electric Florida EV Dealer Program”
4. Drive Electric Ohio – “Partnering with Regional Dealer Associations”
5. Drive Electric Virginia – “Virginia Auto Dealers are On Board with EVs”
Priority Area #6 – Dealer Engagement
When - 2021-Present
Where - Alabama, statewide

Alabama Car Dealers and Drive Electric Alabama

Major Partners: Automobile Dealers Association of Alabama (ADAA), Birmingham Auto Dealers, Town & Country Ford (Bessemer and Pell City), Woody Anderson Ford, Jack Ingram Motors, Springhill Toyota, Lynch Chevrolet Cadillac, Lexus of Mobile, Carl Cannon Chevrolet Buick GMC GM Evolve, Chatom Motor Company

Purpose: Engage Auto Dealers in Alabama on EVs

Narrative: According to the National Automobile Dealers Association (NADA), 277 new car dealerships in Alabama logged more than $16 billion in new car sales in 2022. A growing number of EV models available on the market has led many of Alabama’s car dealerships to explore how to prepare their dealerships, customers, and employees for EVs. Alabama car dealer activities range from learning about and installing charging infrastructure to preparing their maintenance departments for a world with more EVs. The Alabama Clean Fuels Coalition (ACFC) works with the Automobile Dealers Association of Alabama (ADAA) to ensure that dealers are aware of the opportunity to participate in Drive Electric Alabama with ACFC offering to support individual dealers as needed. Information was prepared and delivered to ADAA Members inviting them to participate. Participating dealers collaborated to help make Drive Electric Alabama more successful by supplying vehicles for commercial filming, EV showcases, and to help educate local and statewide elected officials. The Drive Electric Alabama website includes a section consumers may use to connect with dealers who have opted in as inaugural partners of Drive Electric Alabama.

✔ Create and update webpage on DRIVE Electric Alabama website for EV dealerships
✔ Collaborate with dealers on events and other outreach activities
✔ Collaborate with dealers to understand their EV-related needs
Outputs & Outcomes

Outputs:

- The following Alabama automobile dealers agreed to participate in the Drive Electric Alabama EV Car Dealership Program.

![Dealer Logos](Images)

- A section of the Drive Electric Alabama website is dedicated to the EV Car Dealership Program. Consumers, dealers, and fleet managers can complete a form on the website to connect with the Drive Electric Alabama initiative.
- ACFC has provided technical assistance to dealerships when requested, including helping them establish basic EV charging infrastructure knowledge, make connections to electric utility partners, state agencies, and consumers, and identify funding opportunities based on their specific locations.
- ACFC has worked through the Automobile Dealers Association of Alabama (ADAA) to ensure that dealers across the state have access to all the information they need pertaining to new federal and state programs and incentives related to EV.
- Dealerships have provided electric vehicles to support various Drive Electric Alabama events, including EV Showcases, an EV day at the Alabama Legislature, the Drive Electric Alabama EV Summit attended by over 500 people, and at an EV owner chapter event during which nearly 100 EVs were on hand to drive around the world-class Barber Motorsports road course.
Town & Country Ford F-150 Lightning on display at Barber Motorsports Park on October 15, 2022, during a Drive Electric Alabama Event.

ACFC President Michael Staley and Jeh Jeh Pruitt of WBRC Fox6 News in front of the Drive Electric Alabama display booth during the Alabama International Auto Show, organized by the Birmingham Automobile Dealers Association, in Birmingham, AL, on March 31, 2022.
Outcomes:

- Participating dealers generated possible sales leads.
- ACFC strengthened its relationship with ADAA and individual dealerships.
- ACFC was able to secure ‘game-changing’ F-150 Lightning trucks and other EV models for educational events, commercial filming, and other activities that furthered Drive Electric Alabama’s success.
- ACFC connected automobile dealers with reporters doing stories on EVs and was able to take reporters on test drives which, for many, was the first time they had been in an EV. This generated earned media publicity value for the dealerships.
- ACFC was also able to understand and grow from some of the challenges faced by dealers as EVs are advancing from a novelty to a practical option for many consumers.

Best Practices & Lessons Learned:

a) Help the dealerships with what they actually need, not what we think they need: Dealerships have varying levels of general EV awareness and differing levels of EV adoption from a sales and marketing standpoint. These differences are based on many factors including the dealership location, customer base, and leadership. We listened to the individual needs of each dealership and asked where they needed help the most.

b) Trust matters: General interest among dealers has risen as more OEMS launched new EV models across all car classes and price ranges. A lot of dealerships found themselves trying to separate EV fact from fiction as they navigated major decisions like purchasing expensive EV charging infrastructure.

c) Networking connections are valuable: ACFC was able to make some very meaningful connections between dealerships and other entities that could help them navigate major decisions like purchasing EV charging infrastructure. As an example, we connected one dealership with their electric utility which resulted in the dealership learning about and enrolling to participate in an EV charging rebate program that could deliver up to $80,000 in rebates for DCFC installation at the dealership.

d) The street goes in both directions: Dealerships that have embraced EVs are most likely to have an active inventory of EVs. It was not always easy for ACFC to find new EVs for special events (commercial filming, EV showcases, elected official education, etc.) and the dealerships stepped in and filled this void on multiple occasions. They would not have known about, or been able to help satisfy, this need had ACFC failed to see the opportunity to ask for their help.

Communications with EV Dealers: The following information was shared with ADAA Members to recruit interested dealers to participate. This program is expected to continue into the future and grow over time.
EV Car Dealership Program

The Alabama Clean Fuels Coalition (ACFC) plans to conduct targeted outreach to EV dealers known to be active in the EV market while providing opportunities for additional dealers to become more active in selling EVs. Dealerships that participate in Drive Electric Alabama activities will enjoy contact with EV owners and potential EV owners, as well as earned media opportunities regarding their participation. Dealerships are expected to receive significant training resources from manufacturers, but any dealer that reports needing training support will be supported individually and connected with appropriate resources and known training opportunities. All dealerships will receive background information about Drive Electric Alabama and a copy of the Alabama Electric Vehicle Infrastructure Plan.

Program Goals

ACFC’s goal is to be a positive resource for dealerships already participating in the EV market as well as a trusted source of resources that dealers and salespeople can turn to when they have needs. We are promoting this opportunity through our network of individual dealerships with additional assistance from the Automobile Dealers Association of Alabama (ADAA).

As consumer demand for EVs continues to rise, and more EVs are available from OEMs, it is inevitable that more dealerships will want to become actively involved in the EV market.

Preferred Dealer Commitments

Dealerships that want to become preferred dealers are asked to make three commitments:

(1) plan for EV charging needs at their location and in your community,
(2) try to keep an active inventory of EVs available for purchase and consumer test drives, and
(3) maintain at least one sales staff member who has completed EV training.

There is no cost to participate as a dealer. We understand that individual auto dealers have limited control over the inventory they carry at any given time. Most dealerships will receive sales and service training from their OEM, but we can help answer any state-specific questions about things like availability of and grants for charging infrastructure, Drive Electric Alabama license plates, and local EVents across the state.

Participating dealerships are asked to provide their logo to be displayed on the Drive Electric Alabama website created to support this program.

Benefits to Participation

Dealerships that become Drive Electric Alabama partners will benefit from exposure opportunities related to their participation.

Preferred dealers will also benefit from opportunities to receive information through Drive Electric
Alabama. This information will include notices of charging infrastructure funding opportunities, a copy of the Alabama Electric Vehicle Infrastructure Plan, and notices of future EVents being planned in Alabama.

**EV Education**

ACFC recognizes that dealerships may have access to EV training and materials developed by OEMs. Potential EV purchasers may have questions that you need help answering and ACFC is always here as a resource to help you get those answers. If your dealership needs individualized EV training or more information about Alabama statewide efforts to advance EV adoption, please let us know.

The Drive Electric Alabama website offers basic educational information about EVs that is available for viewing by the general public. The [Alabama Electric Vehicle Infrastructure Plan](#) serves as another source of educational material and includes Alabama-specific EV market growth projections.

**Web-based Platform**

Below will be added to consumer-facing [www.driveelectricalabama.com](http://www.driveelectricalabama.com).

**EV Car Dealership Program**

Do you represent a car dealership and want to participate in the Drive Electric Alabama EV Car Dealership Program? Are you a consumer considering whether an EV makes sense under your circumstances?

Complete the form below and someone from the Alabama Clean Fuels Coalition (ACFC) will contact you to follow-up. Your contact information will not be shared with any other third party without your consent. ACFC may connect consumers with dealerships participating in the program. These connections can lead to discussion of topics including available EV inventory, how to test drive an EV, vehicle-specific topics like battery range and charging needs, warranty terms and maintenance requirements associated with EV ownership.

**Recognition and Media Promotion**

Dealers that participate will have opportunities to participate in EVents where they can gain leads and additional exposure through earned media opportunities. We will also include dealership contacts on our list of surrogates to respond to media requests from reporters and others who are working to promote and advance EVs in our state. ([example here](#)).
Priority Area #6 – Dealer Engagement
When – Late 2021 – Present
Where – Denver Metro & Southern Colorado Regions

Featured Dealership Program

**Major Partners:** Peak Kia, Phil Long EV Outlet

**Purpose:** Fully develop a “Featured Dealership Program” at Drive Electric Colorado.

**Narrative:** Drive Electric Colorado’s Featured Dealership Program was established in late 2021. Since then the program has really taken off! The development of a successful program included prioritizing components such as engaging dealerships with consumers, and events, as well as offering dealership specific benefits. Drive Electric Colorado’s Featured Dealership program now has a total of 12 partnering dealerships.

Participating dealerships include:

- Littleton, Peak Kia
- Longmont, Tynan’s Volkswagen
- Aurora, Tynan’s Nissan
- Denver, Emich Automotive
- Denver, Phil Long
- Chapel Hills, Phil Long
- Motor City, Phil Long
- Motor City, Phil Long EV Outlet
- Colorado Springs, Peak Kia
- Salida, Faricy Boys
- Colorado Springs, Faricy Boys
- Canon City, Faricy Boys

We are always looking for new dealers to work with. Find Featured Dealers here: [https://driveelectriccolorado.org/discovering-evs/ready-to-drive/featured-dealerships](https://driveelectriccolorado.org/discovering-evs/ready-to-drive/featured-dealerships).

**Outputs & Outcomes:**

A) **Event Integration:**

The prioritization of engaging dealers with consumers and events has been successful in the roll-out of dealer event integration. Integrating featured dealers into Drive Electric Colorado events has shown to
be beneficial for all participating parties. The integration allows DE-CO to secure showcase and ride and drive vehicles for educational consumer facing events, while also giving dealerships a promotional opportunity.

- Showcase vehicles
- Ride and Drive vehicles
- Education
- Promotion

B) Benefits Offered:

Prioritizing offering dealership specific benefits has been another successful component of establishing a fully developed Featured Dealership Program. Offering additional benefits to dealers on a sponsorship level had been impactful in generating funding to support the Drive Electric Colorado initiative. Benefits offered to dealerships participating in the program include:

- Each dealer gets its own landing page on our website, and leads from incoming coaching questions received from the DE-CO website.
- Each dealer gets promotion on social media in our newsletter and can send us specific deals or marketing opportunities they would like Drive Electric Colorado to support and amplify to our audience.
- Each dealer gets the first invitations to EV-ents including showcases or ride and drives and marketing opportunities.
- Each dealer gets a coaching concierge service to offer to their customers as well as their staff.
- Each dealer receives customized training (if needed) on tax credits, EV incentives, new programs offered by the state, or any other information they’d like to request.

C) Strengthened Relationships:

Strengthened relationships between DE-CO and regional dealerships have been developed due to the roll-out of Drive Electric Colorado’s Featured Dealership Program. Whether it be one of our featured dealers providing vehicles for educational events, or DE-CO providing dealers with the most up-to-date EV information for their consumers, these relationships are mutually beneficial.

Some benefits include:

- Ability to call on each other for support
- Increased momentum in advancing EV adoption
- Low pressure environment to test drive an EV at a Drive Electric Colorado event instead of at the dealership

Notable Examples: Peak Kia & Phil Long EV Outlet

- Peak Kia has been a major partner in the Featured Dealership Program and a fundamental component in providing showcase and ride and drive vehicles for events. They proactively seek
out events with us to attend, have hosted on-site events of their own, and regularly attend ride and drives in the greater Denver area with the Kia EV6.

- Phil Long EV Outlet is another substantial partner in the Featured Dealership Program. They are located in Colorado Springs and have attended numerous events in Southern Colorado with us, have hosted ride and drives on-site at the dealership, and are a great resource for customers looking for used EVs. We are happy to have them on board - the only pre-owned EV dealership in the state!

**Best Practices & Lessons Learned:**

A) Invite dealers to events in their territories, marketing opportunities, and more

B) Ensure featured dealership programs are mutually beneficial

C) Maintain strong connections with dealers to strengthen relationships. Check in every month to ask about current deals, how to better support the dealership, or check in on any questions sales staff may have.

D) Ensure dealerships from a wide geographic range are being engaged with, especially working with dealers who offer pre-owned EVs.

Peak Kia provides vehicle for an EV showcase and ride and drive event.
Phil Long EV Outlet

Tynan’s Nissan provides a vehicle for an EV showcase and ride and drive event.
Drive Electric Florida EV Dealer Program

**Major Partners:** Drive Electric Florida (DEFL), Orlando Utilities Commission (OUC), Jacksonville Electric Authority (JEA), Florida Automobile Dealers Association (FADA), Tom Bush Family of Dealerships.

**Purpose:** Provide information about automobile dealerships that were knowledgeable about electric vehicles to provide potential EV owners with ready access to EVs.

**Narrative:** Drive Electric Florida has long known that electric vehicles (EVs) are cost effective and environmentally friendly and that EVs can help improve fuel economy, lower fuel costs, reduce emissions, and can reduce one’s carbon footprint. DEFL also knows that for any consumer looking to buy an electric vehicle, knowing where to start and which dealerships to visit may be the biggest challenge to making the first step in any EV purchase. For that reason, a prominent webpage dedicated to EV Dealers was created on the DEFL website.

For over 100 years, car sales have been focused on selling Internal Combustion Engine (ICE) vehicles. Yet today, EVs are starting to capture a much larger share of the new vehicle sales market and are known to be treated as a niche product. To enhance dealership EV knowledge, DEFL members, OUC, and JEA have developed dealer incentive and education programs. Those programs, along with information from the FADA, have allowed DEFL to create a website featuring informational resources and an interactive map for locating an EV friendly dealership in Florida. The page also serves to put dealerships on the road to selling EVs successfully.

The OUC Electrified Dealer Program is designed to enhance the EV purchasing experience and help increase and encourage EV purchasing/leasing in Central Florida. Through this program, local dealers can take advantage of financial incentives for each eligible EV sold or leased, along with specialized EV training and educational materials. OUC works closely with these dealerships to ensure a great EV shopping experience for
the customer. The DEFL website links to the OUC Electrified Dealer Program flyer that shows what incentives are offered to dealers. It also provides the email address dealers can contact for more information.

JEA provides access to local dealers with EV inventory through their JEA Drive Electric program website. This no-cost service allows their customers to consult with an EV expert and explore EV dealer inventory in the immediate area. The link to the website is provided, where potential EV drivers can learn about their EV options, explore EV deals, find electricians to install EV chargers, and even schedule a discussion with one of their EV experts about anything EV-related.

**Outputs and Outcomes:** Automobile dealers are taking notice of the increased interest in EVs by the public. They understand that interest is being partially driven by the availability of incentives like the OUC and JEA programs and federal tax credits. Since 1920, the FADA has served, protected, and advocated for the interests of new, franchised automobile and truck dealers in Florida. There are more than 850 dealerships in Florida contributing to the economy with more than $103 Billion in sales, generating $6.2 Billion in state sales taxes. The DEFL EV Dealers website links to the FADA website where there is an abundance of information for their members about electric vehicles. The FADA website in turn provides a dedicated link to the DEFL EV Dealer website. It also features a dedicated EV resource section that provides up to date information about EV tax credits, OEM EV options, and suggestions for helping educate consumers about EVs. Through these collective efforts, more Floridians are opting to drive EVs which is reducing greenhouse gas emissions across the Sunshine State.

**Best Practices and Lessons Learned:** The Tom Bush Family of Dealerships has been a fixture in the Jacksonville area since 1970, but their history in the automobile industry dates back to 1918 when family patriarch Thomas Bush Sr. opened a Ford dealership in Gretna, Louisiana. His son, Tom, Jr. followed in his footsteps with a dealership in New Mexico, and then the family’s first Florida dealership in Jacksonville in 1970. Tom Jr.’s son John, joined him in the business in 1986, followed by John’s son Brian and daughter Megan Bush Del Pizzo, who joined the family business in 2012 and 2013 respectively.

Brian Bush is a staunch advocate of electric vehicles. He credits his family’s forward thinking and keeping the business in the family as the reasons for their success in the EV market. Raising awareness at all levels, from the sales staff to the community to their peers, is paramount. Tom Bush Family of Dealerships is active in FADA, with Megan in line to lead the organization as the current Chair Elect.

There is a reason twenty percent of their vehicle inventory and sales are electric. Their sales force is trained and receives regular updates on EV trends and market growth. Technicians receive special EV training both internally and from vehicle manufacturers. Employees are encouraged to drive EVs and have access to free
workplace charging. OEMs also offer special dealership employee deals. (Did you want to mention anything about how they redesigned their service bays and that EVs will soon have their own service building? Just a thought.

The dealership regularly participates in local consumer outreach events, like Electric Avenue at Caffeine and Octane, of which they are a founding sponsor. They also sponsor special events, such as providing an EV as the pace car for a local 5K race. The Tom Bush Family of Dealerships customers receive access to free EV charging, thanks to the 70 charging ports spread among five of their dealerships. Customers take delivery of their new vehicles with at least 90 percent of full charge and have access to roadside assistance and mobile technical assistance. There is no wonder why Tom Bush is ranked one of the best car dealerships and best places to work in Jacksonville.

**Acknowledgments:** Special thanks to Brian Bush of Tom Bush Family of Dealerships for his contributions to this story. Thanks also to Pete Westlake of OUC, Dave McKee of JEA, Bill Bortzfield, owner and producer of EV Rider, and the FADA for supporting vehicle electrification.
Partnering with Regional Dealers Associations

**Major Partners:** Drive Electric Ohio; Drive Electric Cincinnati and Drive Electric Dayton Chapters; Greater Cincinnati Automobile Dealers Association

**Purpose:** Drive Electric Ohio’s Dealership program aimed to 1) educate dealerships on EV vehicles, infrastructure, and other topics; b) engage dealerships and their staff with volunteer chapter events; and c) promote early-adopting dealerships on our website.

**Narrative:**

The capstone event of our Drive Electric Ohio dealership program began in late March, 2023 - the Cincinnati Auto Show.

Drive Electric Ohio and our Cincinnati chapter had conducted direct education (both in-person and virtual) for sales and management personnel for dealerships throughout the greater Cincinnati area including Kings Volkswagen, McCluskey Chevrolet, and Mercedes-Benz of Cincinnati. These dealerships became the first group to be featured on the Preferred EV Dealership subpage on our website.

Two big opportunities came out of this early engagement with dealerships. First is that they began to participate in our EV Ride and Drive and Vehicle Showcase events throughout the Cincinnati area, a tradition that has continued and even grown to more dealerships in the Cincinnati area and dealerships in other parts of Ohio. The second was a direct invitation to be the first stage in the Cincinnati Auto Show in Spring 2023.

According to the event hosts, more than 17,000 individual tickets were sold to the show across all 4 days. With our position at the front of the show, our very conservative estimates are that 1 in 5 interacted with
our vehicles (3,400 in total) and 1 in 20 (850 in total) with our volunteers, dealership staff who had joined us as part of our demo, or literature.

Photos courtesy of Butterfly Effect Photography.

**Outputs and Outcome:**

Drive Electric Ohio has additionally created a subpage on the Clean Fuels Ohio website to highlight the dealerships that have partnered with us or with our volunteer chapters. This subpage is available at [https://cleanfuelsohio.org/deo-dealership-page/](https://cleanfuelsohio.org/deo-dealership-page/) and currently features six dealership partners of our Drive Electric Cincinnati chapter, with more dealerships to be added as they continue to partner with our chapters.

**Best Practices & Lessons Learned:**

- In most cases, dealership staff don’t know what they don’t know. Unless the salesperson owns an EV themselves, there are many nuances of EV ownership that they will not be able to accurately detail to a potential customer. If the salesperson is unable to answer a question or not able to answer it confidently, that uncertainty can end up feeding into that customers concerns around transitioning to owning an EV.
- Dealerships like engaging with their local chapters far more than engaging with a statewide organization. This includes sending staff or vehicles to ride and drives and vehicle showcases as well as when discussing membership or partnering for events.
• Identify and prioritize early adopters. They’re going to be the dealerships with vehicles and staff who are interested in engaging with chapter outreach work and they’ll be more willing to go out on a limb with you.
Priority Area #6 - Dealerships engagement

When - 2020 to present
Where - Virginia, statewide

Virginia Auto Dealers are on Board with EVs

Major Partners: Virginia Auto Dealers Association (VADA), Carter Myers Auto Group (CMA), Generation180, ReCharged Used EVs, Saffron VW, and more individual dealerships

Purpose: Engage Virginia auto dealerships in Virginia

Narrative: Over the course of the DRIVE Electric USA project, Virginia Clean Cities (VCC) has had great success engaging with Virginia’s automobile dealers. The Virginia Automobile Dealers Association (VADA) has also been a key ally in the promotion of EVs in the Commonwealth. The DRIVE Electric Virginia website serves as a central resource for consumers interested in EVs in the Commonwealth. The website section called Virginia EV Dealerships includes an interactive map listing dealers who have certified that they have at least two EVs on their lots and who are committed to selling these vehicles. VCC staff personally called and spoke with dealership management to obtain commitments.

 ✓ Create and update webpage on DRIVE Electric Virginia website for EV dealerships
 ✓ Collaborate with dealers on events and other outreach activities
 ✓ Partner organizations such as Generation180 would hold EV training events for dealership salespeople
 ✓ Participate in VADA auto shows and bring owners cars for special EV section

One family-owned dealership chain, Carter Myers Auto Group or CMA Auto, has been at the forefront of EV promotion and adoption. All of their dealerships include free EV charging stations, which are open to the public. Third-generation owner, Liza Borches, frequently speaks publicly about the benefits of EVs and was a featured speaker at the 2022 DRIVE Electric Virginia Forum, an online town hall. Liza and her husband Pete are EV drivers themselves so they speak from experience. In collaboration with DRIVE Electric Virginia partner Generation180, CMA Auto Group has held EV basics training for their salespeople, technicians and other dealer staff. Their local dealerships also actively purchase used EVs as a way to offer affordable options for first-time EV buyers.

In August 2023, a new EV-only used dealership opened in Richmond, Virginia. Recharged was founded by a former CarlLotz executive who saw the growing marketplace for used EVs in the region. Working with the local chapter, DRIVE Electric RVA, a grand opening event was held with
many attendees and VIPs. Recharged even has a consumer education philosophy on their website:

“At Recharged, we believe that an informed buyer is a confident buyer. We strive to educate our consumers about EVs, helping to demystify misconceptions and highlight the benefits of electric vehicles. Our comprehensive Education Hub brings all relevant EV information in one place through detailed posts that help buyers understand everything from the specifics of EV performance and battery life, to tax credits and incentives.”

Choose Your Next EV

[Recharged dealership website]

Hart Nissan in Mechanicsville, Virginia, has been a long time supplier and supporter of Nissan EVs. They have public Level 2 charging stations and frequently participate in local EV events. Owner Phil Englander publicly champions EV adoption and encourages his employees to learn more about the technology. His dealership has been named Dealer of the Year by Dealer Rater for several years in a row.

There are individual Chevrolet and Ford dealers who have joined our certified dealers program and who continue to stock EVs to the best of their ability. The supply chain crisis has hit their manufacturers over the past few years.

Virginia dealerships have also shown up and participated in EV chapter events. In 2022, Drive Electric Richmond, EV Resource and Drive Electric Virginia co-hosted the “Electric Vehicle Luv Fest” on the day before Valentine’s Day to showcase EVs to consumers. Held at a public park just outside the City of Richmond, the event featured information tables from the sponsors as well as from local car dealerships. Dealerships included Mercedes Benz of Richmond, Parks Chevrolet, Volvo Richmond and Richmond Ford-Lincoln. Dealer-provided cars included the Benz EQS, Corsair PHEV and XC40 Recharge.
[Mercedes Benz of Richmond brought a new EQS to the event]

Drive Electric Virginia has been especially successful with connecting with the Virginia Auto Dealers Association (VADA). VADA’s president, Don Hall, has been very vocal in the news media about his organization’s support for EVs and the Virginia Clean Cars Act of 2021. The act allows Virginia to sell more EVs than previously before.

VADA has been an instrumental partner in bringing EVs to its auto shows. Drive Electric Virginia and regional chapters have supplied vehicles for the Richmond and Hampton Roads auto shows for two years in a row. Interest has been high from the auto show crowds, numbering in the thousands.
Outputs & Outcomes: The narrative above discussed some outputs and outcomes, but more have been realized. Below are more details about some of our outputs and outcomes.

<table>
<thead>
<tr>
<th>Effort</th>
<th>Outputs</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage with EV friendly dealers</td>
<td>Dealers brought EVs to events</td>
<td>We invited individual dealers and the VADA to participate in our and other events throughout the state. They educated the public about the technology and talked with potential customers.</td>
</tr>
<tr>
<td>Engage with statewide dealer association</td>
<td>2 auto shows each year</td>
<td>EV chapters and individual owners would supply their EVs at the Richmond and Hampton Roads auto shows each year. These EV sections helped educate the car buying public and proved to be very popular. The Richmond Auto Show also featured an indoor “track” with manufacturer EVs for ride alongs.</td>
</tr>
<tr>
<td>Dealer education</td>
<td>Generation180 held 2 training sessions</td>
<td>Project partner Generation180 held two training sessions on EVs for salespeople in the CMA group which were well received.</td>
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In conclusion, Virginia has a strong and growing pro-EV dealer network. The passing of the Virginia Clean Cars Act has helped many dealers work with their manufacturers to bring more EVs to Virginia. Historically would-be EV purchasers in Virginia had to drive to neighboring states because they could not find many on the car lots. Now, consumer demand and dealership enthusiasm have led to even more EV adoption in Virginia.

**Best Practices & Lessons Learned:**

- a) Cooperating with dealers by helping them sell vehicles and giving them positive exposure helps the collaborative effort. Looking for common ground.
- b) Work with your state’s dealer association to establish statewide support. VADA’s president even wrote pro-EV opinion pieces during legislative actions.
- c) Highlight the positive and praise the dealers moving forward with EVs and education.
- d) Help educate frontline salespeople through in-person training.
- e) Personal relationships matter in the automotive industry, make them last.