Electric Vehicle Group
Purchase Programs

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Panelists

- Will Toor, Director of Transportation Program, Southwest Energy Efficiency Project
- Susie Strife, Sustainability Coordinator, Boulder County
- Annie Freyschlag, Assistant Director of Strategic Initiatives, Electrification Coalition
- Nigel Zeid, Sales and Leasing Professional, Boulder Nissan
EV group purchase programs

Will Toor
Southwest Energy Efficiency Project
What are they?

- Competitively bid discount program for EV (or EV and solar PV)
- Time-limited program to create sense of urgency
- Community based outreach and marketing, led by trusted local organization
- Focused on consumers, not fleets
Model was pioneered in 2015

Programs have been piloted in

- Boulder/Denver area
- Northern Colorado
- Salt Lake City
- Minnesota
- San Francisco
- Quebec

- Nissan participated in all; Ford, BMW in some
Boulder Daily Camera headline 9/26/15:

- Hundreds in Boulder County sign on to Solar Benefits Colorado program
- Bulk-buying initiative for electric vehicles and solar systems may be expanded
How big were the discounts?

- 2015 Nissan Leaf S with Quick Charge Package - Market Rate Price: $31,810
- Group sale price: $23,461 plus fees and taxes – nearly $8,500 discount
- Marketing also focused on tax credits - $7,500 federal and up to $5,000 state, for potential net cost of $11,000
Most buyers had not planned on an EV

- 30% Already considering an EV
- 28% Was not thinking of buying a new car
- 42% Already considering a new car
Boulder County only spent $7,000; leveraged 500 fold
Local Policy Impacts

- 200 + vehicle sales – EVs far more visible
- Multiple public officials purchased Evs
- City & County committed to match funding for workplace & multi-family charging
- Policy boost to fleet conversion, EVs in building codes, legislative agenda
How to organize a program

- Need lead agency (city, nonprofit, utility) and program partners
- RFP process to choose participating dealers/OEMs
- Decide on timing
- Outreach plan (earned media, social media, direct outreach to employees, etc)
- Web portal, data sharing to track program
Keys to Success

- Motivated dealers – commit to inventory, customer service, data sharing

- Sustained outreach – key is trusted local voices
Thank You

Will Toor
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Electric Vehicle Group Buy Programs
Drive Electric Northern Colorado Initiatives 2015-2016
The Electrification Coalition (EC) is a nonpartisan, not-for-profit group of business leaders committed to promoting the deployment of electric vehicles on a mass scale in order to combat the economic, environmental, and national security dangers caused by U.S. oil dependence.

Drive Electric Northern Colorado (DENC) is the first Electrification Coalition EV deployment community, launched in Fort Collins and Loveland, Colorado.
EV Deployment Communities

Deployment communities are EC-led, real-world test beds designed to achieve widespread electric vehicle adoption.

- One of the EC’s central goals is to establish EV deployment communities in defined geographic areas in the U.S.
- These communities are an opportunity to scale EV adoption nationwide
- These cities will:
  - Move EV adoption beyond early adopters
  - Drive communities of scale in vehicle manufacturing
  - Facilitate learning by doing
- Drive Electric Northern Colorado (DENC) was launched in February 2013.
# DENC General Core Strategy

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>EV Readiness</strong></td>
<td>• Charging infrastructure, codes, regulations, support services, time of use</td>
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<tr>
<td><strong>EV Education</strong></td>
<td>• Existing networks, events, institutional opportunities, speakers panel, cost/ROI</td>
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<tr>
<td><strong>EV Experience</strong></td>
<td>• Ride and Drives, extended test drives, car library, car share, rental cars, corporate educational events</td>
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<tr>
<td><strong>Fleet</strong></td>
<td>• State, city, medium duty, light duty, big, and small</td>
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<tr>
<td><strong>Consumer Purchase</strong></td>
<td>• OEM priority, best pricing, dealer coordination, incentives, dealer training</td>
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EV Group Buy Overview
About the Group Buy Programs

DENC has launched three different forms of coordinated pricing programs since November 2015.

The Group Buy is a pre-negotiated, group pricing program in partnership with area dealerships, aimed at offering steep discounts in order to rapidly expand both adoption and exposure of EVs.

<table>
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<tr>
<th>$32,130 Market Rate Price¹</th>
<th>$9,007 Group-Buy Deal</th>
</tr>
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<tbody>
<tr>
<td>(Up to) - $7,500 Federal Tax Credit</td>
<td>(Up to) - $5,000 Colorado Tax Credit</td>
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</table>

= $10,623 Total cost after potential² savings

SPECIAL PRICING
NISSAN LEAF
$10,623*

PRICING ONLY AVAILABLE TO DENC WORKPLACE CHARGING COMPANY EMPLOYEES**
DriveElectricNoCo.Org/Group-Buy

* $9,007 discount from Tyan’s Nissan, up to $12,500 in state and federal tax credits ($21,507 discount).
** For a limited time.
Group Buy Nov. & Dec. 2015

DENC launched its first Group Buy in the final quarter of 2015 with tremendous success.

Program Set Up Staff Time (Rough Estimates)
- 20 hours for graphic design and website
- 10 hours for partner outreach
- 10 hours for dealership and OEM discussions and negotiations

Launch Strategy
- Initially, the Group Buy was exclusively available to DENC’s 20 Workplace Charging partners representing more than 30,000 employees.
- The program featured a “coopetition” between workplace charging partners, where the employer with the most employee purchases received a free Level 2 charging station for the workplace.
- On Black Friday 2015, DENC also opened the Group Buy to the public.
Group Buy March 2016

DENC launched its second Group Buy in the first quarter of 2016 due to high consumer and dealership interest.

- Due to continued consumer interest and support from local dealerships, DENC re-launched the program in March 2016.
- The program included a free charging station with each LEAF purchase, courtesy of Nissan North America.
- The second Group Buy program was featured in articles by BizWest, Loveland Reporter Herald, Fuels Fix, and Smart Grid News. Rocky Mountain PBS also aired a video special.
- Nearly 60 people registered for the second program, demonstrating the strong residual interest after the first program.
Fleet EV Group Buy March 2016

To assist local fleets transitioning to EVs, DENC added an extra discount for fleets who purchased through the program.

- The fleet program did not receive the same amount of early success as the consumer Group Buys.
- However, smaller fleets like auto shops and shuttle companies found value in the program.
- DENC plans to re-launch a similar fleet program expanding beyond light duty vehicles later this year.
Group Buy Results

Each Group Buy has demonstrated tremendous success, with sales at the Nissan dealership 80 percent higher than normal LEAF sales rate during the programs.

Immediate Results

- Tynan’s Nissan sold their entire inventory in the first 5 days of the first Group Buy, leading to the need for inventory recommendations.
- The EV sales rate rose by 80 percent.
- Several additional OEMs and dealerships were interested after the LEAF launch, and Co’s BMW launched their program shortly after, offering 33 percent off the i3.
- 10 national news articles (link here) covered the Group Buy, and the program was featured in media outlets like Green Car Reports, Yahoo News, and CleanTechnica.

Long Term Impacts

- Strengthened partnerships with dealerships
- Ongoing consumer interest and heightened education

How Was Your Experience With the Participating Dealership?

- December 2015 Group Buy
- March 2016 Group Buy
Group Buy Outreach

DENC’s marketing is a mixture of grassroots outreach, earned media, and public-private partnership support.

Outreach Strategy

- Workplace Charging partners (reaching 30,000 employees)
  - Cultivating internal advocates through EV owners and Drive Leadership
- Municipal and utility community outreach
- Utilizing Drive Leadership to promote throughout communities

Example of Partner Promotion
Group Buy Outreach, Continued

DENC’s marketing is a mixture of grassroots outreach, earned media, and public-private partnership support.

Outreach Strategy

• Dealership marketing
  • Weekly full-page spread in newspaper
  • Radio advertisements
• Promotion at Ride and Drive events
• Partnerships with real estate and development companies

Example of Dealership-Sponsored Newspaper Advertisement
Requirements to Participate

To maximize effectiveness of the Group Buys, DENC has continued to refine the requirements for participating.

Dealership Requirements to Participate

- Proof of inventory
- Customer response strategy
- Post-purchase follow up
- Restriction on pricing changes
- Dealership marketing strategy
- Tracking system
- Process for dividing leads
- Trained and dedicated sales staff
Monitoring Interest

DENC developed a simple plan to help dealerships monitor leads as staff does not have excess throughout the Group Buy due to high level of consumer interest.

KwikSurvey Registration Form

Sign Up for LEAF Group Buy, Obligation Free

**To receive this deal, you MUST register below to schedule an appointment**

Please submit the following form to register for the LEAF group buy. The next step will be to connect with one of the LEAF experts at Tyran’s Nissan, who will contact you for your consultation.

Thank you for your interest in driving electric.

1. Please enter the following:
   - First Name
   - Last Name
   - Email Address

2. Client Information:
   - Salesperson assigned to
   - Client information (Entered by DENC): First name
   - Last name
   - Email Address
   - Cell (only entered if preferred phone number)
   - Home (only entered if preferred phone number)
   - Preferred time of day to contact by phone
   - Personal?

3. Lead Monitoring Form
Summer EV Pricing Program

To continue driving EV adoption through special pricing while retaining the exclusivity of the Group Buy programs, DENC launched the Summer Pricing Program in July and August of 2016.

Summer Pricing Program

- The Summer EV Pricing Program launched in July 2016.
- The program includes partnerships with 4 dealerships offering discounts on 8 different EVs.
- So far over 40 have registered with over 3 weeks left in the program.
- Ford sold out of Energi models with over a month left in the program.
The Electrification Coalition

Revolutionizing Transportation and Achieving Energy Security

- **Online**
  - www.electrificationcoalition.org
  - www.driveelectricnoco.org

- **Download the Roadmaps**
  - www.electrificationcoalition.org/policy

- **Contacts:**
  - Annie Freyschlag 970-987-3055

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  202.461.2360
Boulder County Group Purchase
Boulder County to offer discounted solar panels, electric cars

Boulder teaming up with Adams and Denver counties to leverage buying power

By Jerd Smith

Business Editor
EV Leaf Sales

- 2014: 67
- 2015: 248
- 2016: 108

- Larimer County
- Boulder County
$2.3+ Million to Local Economy

- Federal Tax Credit: $1,297,500
- State Tax Credit: $662,763
- Additional Local Taxes: $320,832
Lessons Learned

• Leverage partnerships
• Dealers are critical
• Simple outreach
• Replicable

Susie Strife, sstrife@bouldercounty.org
Nigel Zeid, Boulder Nissan
Increased Sales

Average Month | Average Month During Group Purchase Program
---|---
13 | 62
Nigel Zeid

- nigel@bouldernissan.com
- (720) 878-6757
Resources

- **FAQ**
- **EV Group Purchase Evaluation**
  - This report provides results and analysis of a four-month group purchase program for electric vehicles and solar photovoltaic hosted by Boulder County, Adams County and the City and County of Denver.
- **EV Group Purchase Handbook**
  - This is a handbook for local governments, utilities, or other agencies interested in launching an electric vehicle or solar group buy program, including information on program benefits, sample RFPs, and sample outreach materials.