

# National Drive Electric Week

## Ride & Drive Best Practices and How to Deal with Dealers

Presented By

## The All-New Nissan LEAF Simply Amazing

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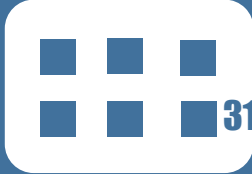
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# Preparation

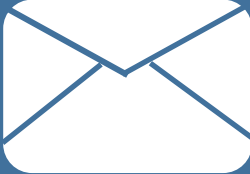
Determine contact at each OEM



Reach out at least 6 weeks in advance.



Contact your OEM representative directly



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# Paperwork Required



## Test Drive Waivers

- Each OEM will likely require a liability waiver from each test drive participant



## Insurance Liability Certificates

- Depending on where event is being held this may be an additional requirement. Find out the specific insurance requirements for your location ahead of time.



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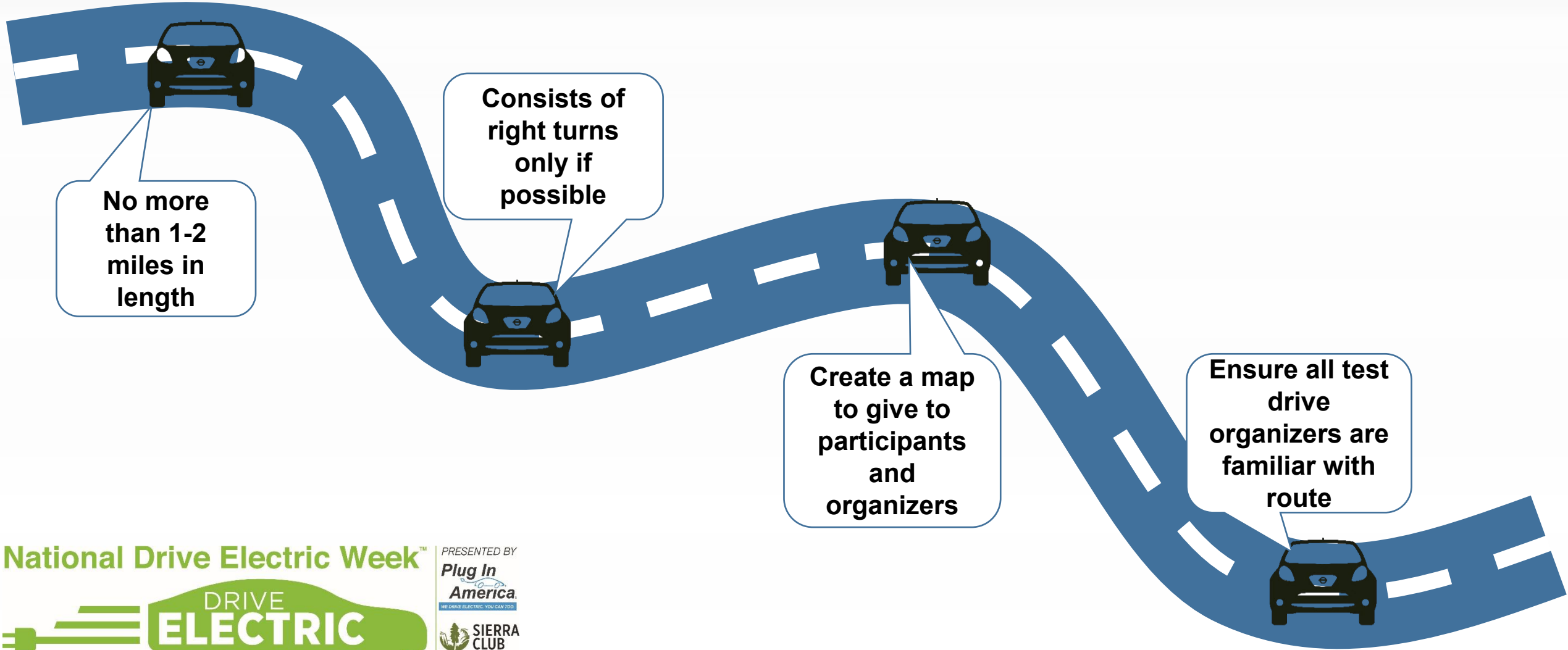
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# Predetermined Test Drive Route



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# Day of Event – *Onsite Test Drives*



## Sign-up Booth

- Centralized location to register participants, check for valid driver's license, insurance and sign all necessary waivers



## List of vehicles available for test drives

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# Day of Event – *Onsite Test Drives*



## Staging area for vehicles

Make sure this is easily accessible and does not interfere with pedestrian traffic



## Dedicated lines for each vehicle

1-2 people checking IDs and waivers

1 person expediting the line

1 person conducting the test drive

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# Day of Event – *Dealership Test Drives*



Reach out to the closest dealership or OEM representative 3 weeks in advance to establish protocol



Have pre-printed directions to the dealerships with a designated contact if applicable

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# Day of Event – *Dealership Test Drives*



Ensure the test drive participants have completed the waiver in advance of reaching the dealership

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# During the Test Drive



Remember – it is likely that this may be someone’s first time driving an electric vehicle. Help them draw the comparison with an ICE vehicle by pointing out:

- Quietness
- Lack of vibration
- Torque/rapid acceleration with no jerking or shifting
- Responsiveness of the throttle
- Regenerative braking

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# During the test drive



Discuss the benefits of electric vehicles

- Fun to drive
- Easy and cheaper to fuel
- Reduced maintenance costs
- Reduces air pollution and carbon footprint
- Reduces dependency on foreign oil



Share with the participant why you love driving electric!

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# Review Vehicle Specifications

- Encourage those riding with the participant to review their vehicle specifications
- While it is likely the driver will ask more general questions concerning EVs, it will help in answering model specific inquiries

# How to Deal with Dealers

- Start early!
  - Engage the dealer about participation in your ride and drive as soon as possible
- When approaching the dealer about a sponsorship or participation in your Ride & Drive, highlight the potential traffic this will drive to their dealership
- Communicate the event specifics and have a follow-up plan
  - \*Should event schedule or specifics change be sure to let the dealer know



# Ride Alongs

Guest Speaker: Keith Mikas - EVA of San Diego

- Welcome participants to the car, hit on the key points of the car such as rebates available and vehicle specifications.
- “An electric vehicle (EV) is a car, and can be driven like a car”
- Find out their stumbling block to purchasing an EV.
- From there I just have a conversation with them about EVs.
- There’s an EV for everyone!

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# Ride Alongs

Guest Speaker: Elaine Borseth--EVA of San Diego

- Keep the flow going
- Make sure all seat belts are on
- Tailor the drive to your passengers, not everyone likes the quick takeoff!
- Car seats typically not allowed due to time/hassle
- No pets
- Key chains on belts should be removed beforehand

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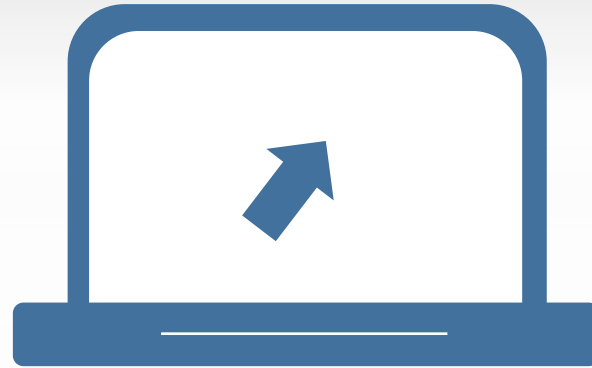
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# Q & A



**Please type your questions into the questions box.**

If we don't get to your questions today, or for more information after the webinar, please contact:

[NnaNissanLeafNDEW@nissan-usa.com](mailto:NnaNissanLeafNDEW@nissan-usa.com)

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# Thank you!

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