National Drive Electric Week

Ride & Drive Best Practices and How to Deal with Dealers

Presented By

The Nissan LEAF
Simply Amazing
Preparation

Determine contact at each OEM

Reach out at least 6 weeks in advance.

Contact your OEM representative directly
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.
**Predetermined Test Drive Route**

- No more than 1-2 miles in length
- Consists of right turns only if possible
- Create a map to give to participants and organizers
- Ensure all test drive organizers are familiar with route
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**
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
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
Day of Event – Dealership Test Drives

Ensure the test drive participants have completed the waiver in advance of reaching the dealership.
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 breaking
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!
Review Vehicle Specifications

• Encourage those riding with the participant to review their vehicles 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

• Work with the dealer closest to your event as Dealers have legal agreements about working within another Dealer’s territory within the same OEM.
  • If the closest Dealer does not want to participate, they will need to sign a form consenting to allow another Dealer to come to their territory

• 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
Order your City Captain Kit

• Help promote your event by having a City Captain Kit, provided to you by Nissan.

• City Captain Kits Include:
  • City Captain T-shirts for you to wear
  • 1 Large NDEW Banner
  • 5 Directional Signs to help direct the public to your event
  • Nissan LEAF Swag!

Nissan LEAF Swag:
- Pop Sockets
- Bags
- Water Bottles
- Pens

City Captain Shirts

Banner

Directional Signs

All-New Nissan LEAF®, Simply Amazing
Exclusive Automotive Sponsor
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
Guest Speakers

- Robert Langdon, Old Saybrook, CT City Captain
- Josh Edson, Murray, UT City Captain
- Jamie Hess, New London, NH City Captain
Test Drives and Rides at NDEW Events

- Recruiting Auto Dealers
- Incentives for Test Drives and Rides
- Promoting Test Drives at Event
- Question and Answer Session
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Electrify Your Drive!

Question & Answer Session

A Panel Discussion with Experienced EV Drivers

Experienced EV owners/drivers will discuss their own experiences, such as:

- how they commute
- how they charge their vehicles
- how they save money through the low cost of driving and maintaining their EVs

EV car dealers will discuss topics such as:

- features of latest models of EVs
- how to install EV chargers in your home
- the future of EVs

1:00 pm in Pavilion

Robert Langdon
Guest Speaker – Josh Edson

- Murray, UT City Captain
- 69 registered vehicles
- Hosted by Josh Edson at Tim Dahle Nissan of Murray and Utah Nissan LEAF Fans.
- Food and $4000 in Prize Giveaways.
- Spencer Hall from Rocky Mountain Power spoke about the Utah EV Corridor.
- Tammy Bostick Cooper spoke about the EV Plans for the city via Utah Clean Energy.
Guest Speaker – Jamie Hess

• New London, NH City Captain
• Offering test-rides is important because so many event participants want a 'hands-on' experience with EVs.
• Each of our events has attracted 20 to 40 EVs and hundreds of attendees, so ensuring everyone's safety is paramount.
• To minimize interactions between pedestrians and moving vehicles, we delineate 3 separate parking areas: (a) test-ride EVs, (b) display-only EVs, (c) non-EV parking for attendees, volunteers, etc.
• At one venue the route consists entirely of right-hand turns and there are no traffic lights.
• At our other venue, which backs up to a mountain, we have to include left turns, but all turns into and out of the parking lot are right-hand turns to minimize congestion.
• Some models of EVs are very popular for test rides, while others are not. We don't interfere in the 'popularity contest', except to make sure that each EV can depart and arrive on its own schedule without blocking or being blocked by others. One venue has diagonal parking against the curb. At the other venue, cars are parked parallel with plenty of space between cars.
• Our events aren't just for electric cars. We also have electric motorcycles, electric bicycles, electric lawnmowers, electric snowblowers, etc. E-bikes are very popular for test rides, and one of our venues has a paved bicycle path directly behind the facility, which is ideal.
• We offer incentives to attract more participants to our events. One is our raffle which is very popular. Details open request.
Thank you!