

National Drive Electric Week

Ride & Drive Best Practices and How to Deal with Dealers

Presented by

Nissan LEAF[®]
100% Electric

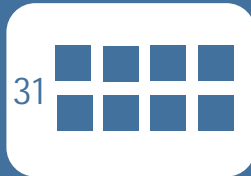


Preparation

Determine contact at each OEM



Reach out at least 6 weeks in advance.



Contact your OEM representative directly



Nissan
↓
Please do not contact dealers or EVOMs this year



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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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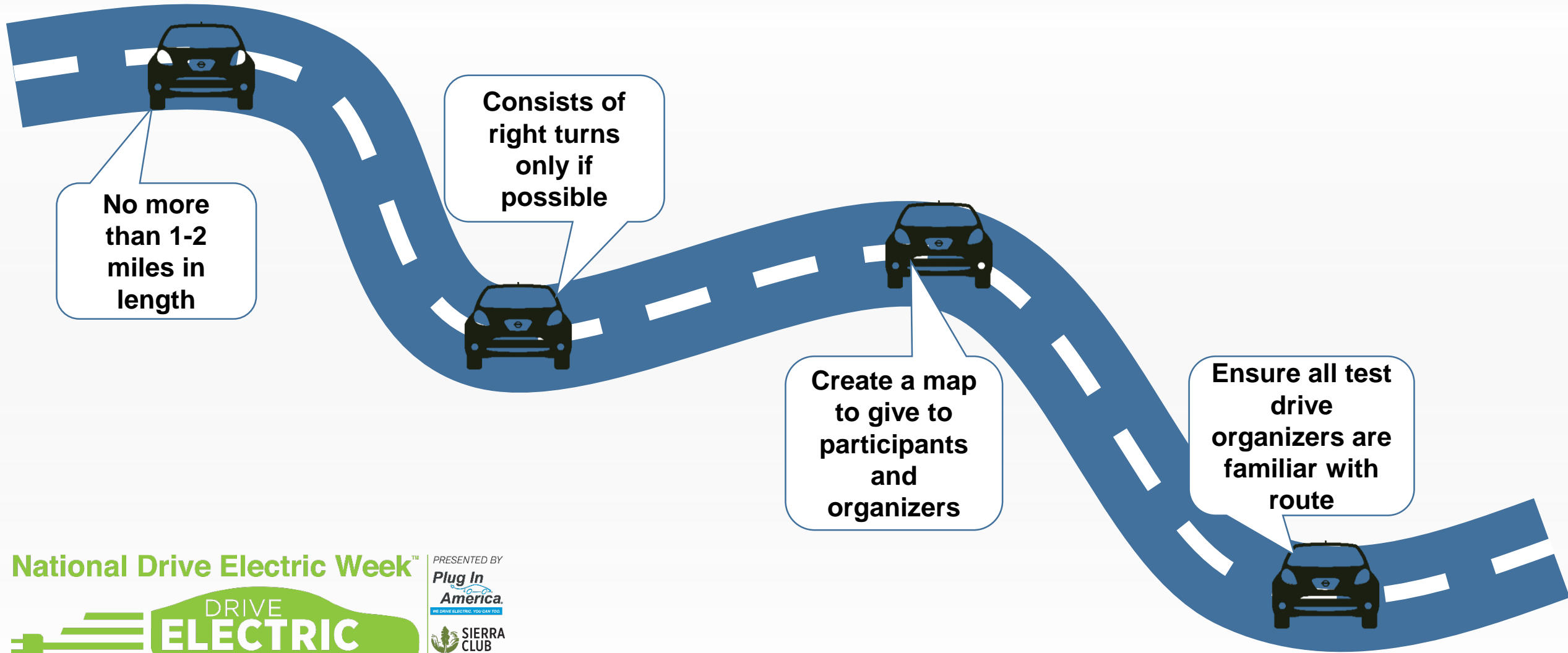


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Predetermined Test Drive Route



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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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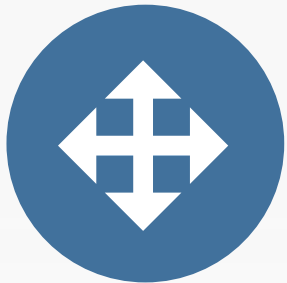
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Day of Event – *Dealership Test Drives*



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 breaking

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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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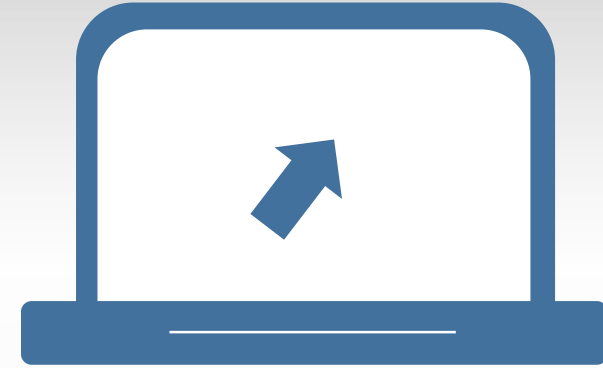
Review Vehicle Specifications

- Encourage those riding with the participant to review their vehicles specifications
- While it is likely the driver will ask more general questions concerning EVs, it will help in answering model specific inquiries
- Ask the OEM if they have a one-pager or fact sheet that can be distributed

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

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

Direct NDEW-related questions to
support@driveelectricweek.org

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Thank you!

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