

National Drive Electric Week

Ride & Drive Best Practices and
How to Deal with Dealers

Presented By

The Nissan LEAF
Simply Amazing

National Drive Electric Week™



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

PRESENTED BY

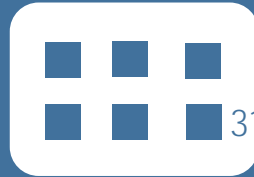


Preparation

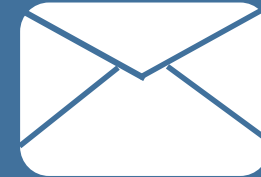
Determine
contact at
each OEM



Reach out at
least 6
weeks in
advance.



Contact your
OEM
representative
directly



National Drive Electric Week™



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

PRESENTED BY

Plug In
America.
WE DRIVE ELECTRIC YOU CAN TOO.



Electric Auto
Association

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.



National Drive Electric Week™



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

PRESENTED BY

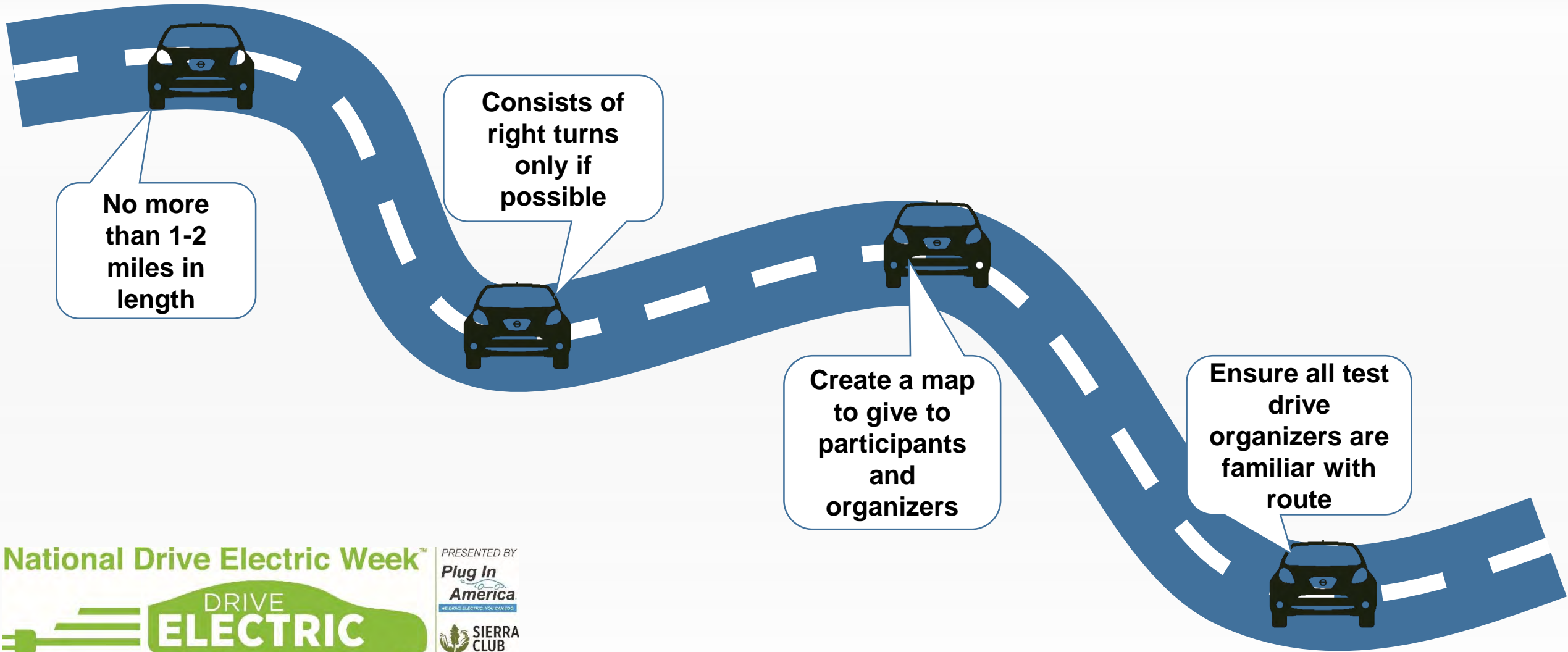
Plug In
America.

WE DRIVE ELECTRIC YOU CAN TOO.



Electric Auto
Association

Predetermined Test Drive Route



National Drive Electric Week™



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

PRESENTED BY

Plug In America.
WE DRIVE ELECTRIC YOU CAN TOO.



Electric Auto Association

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

National Drive Electric Week™



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

PRESENTED BY

Plug In
America.
WE DRIVE ELECTRIC YOU CAN TOO.



Electric Auto
Association

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

National Drive Electric Week™



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

PRESENTED BY

**Plug In
America.**

WE DRIVE ELECTRIC YOU CAN TOO

 SIERRA
CLUB

 Electric Auto
Association

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

National Drive Electric Week™



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

PRESENTED BY

Plug In
America.
WE DRIVE ELECTRIC YOU CAN TOO.

 SIERRA
CLUB

 Electric Auto
Association

Day of Event – *Dealership Test Drives*



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

National Drive Electric Week™



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

PRESENTED BY

**Plug In
America.**

WE DRIVE ELECTRIC YOU CAN TOO

 SIERRA
CLUB

 Electric Auto
Association

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

National Drive Electric Week™



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

PRESENTED BY

Plug In
America.
WE DRIVE ELECTRIC YOU CAN TOO.



Electric Auto
Association

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!



National Drive Electric Week™



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

PRESENTED BY

Plug In
America.

WE DRIVE ELECTRIC YOU CAN TOO.



Electric Auto
Association

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

National Drive Electric Week™



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

PRESENTED BY

Plug In
America.
WE DRIVE ELECTRIC YOU CAN TOO.



Electric Auto
Association

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

-Water Bottles

-Bags

-Pens

Banner



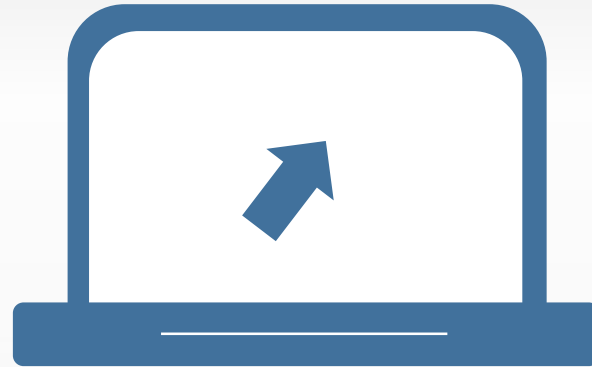
Directional Signs



City Captain Shirts



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

National Drive Electric Week™



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

PRESENTED BY

Plug In
America.
WE DRIVE ELECTRIC YOU CAN TOO.



Electric Auto
Association

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

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

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

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



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

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

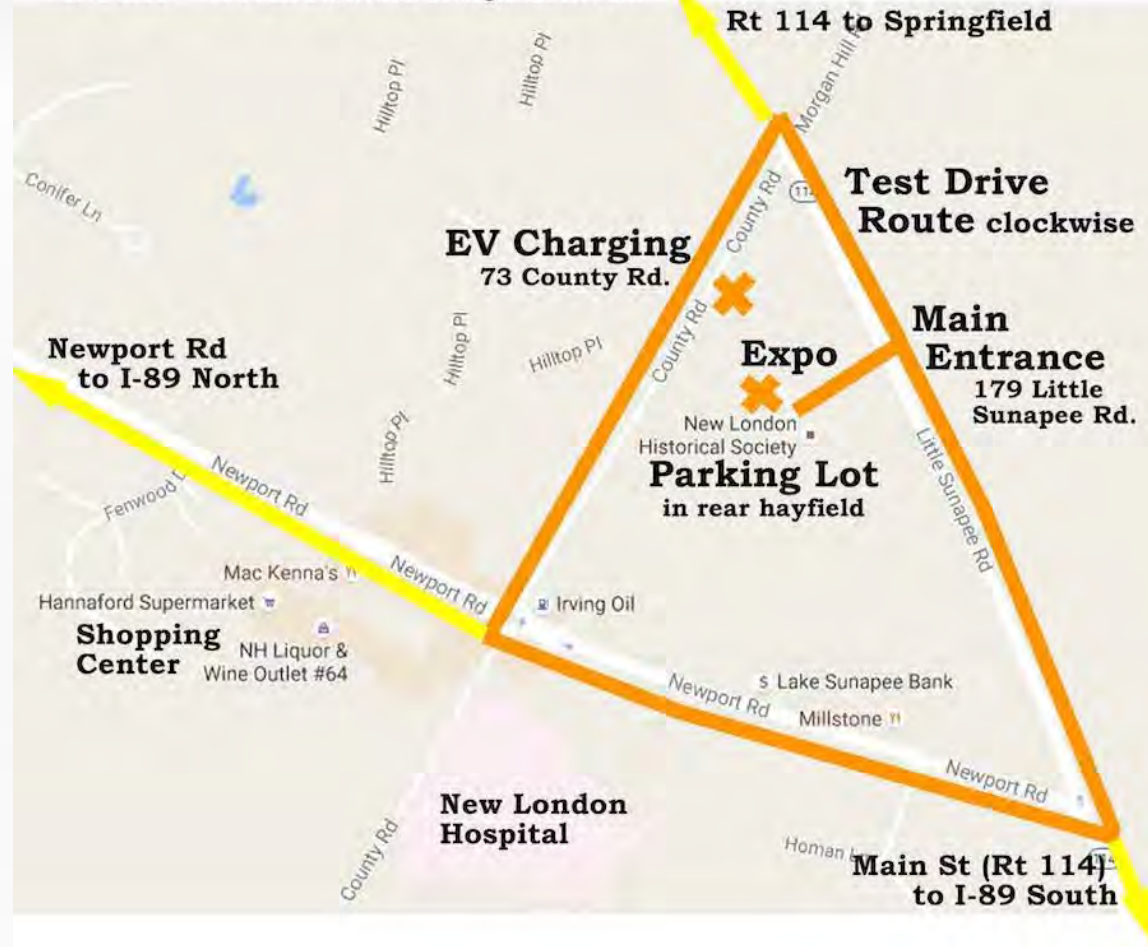
- Murray, UT City Captain
- 69 registered vehicles
- Hosted by Josh Edson at Tim Dahle Nissan of Murray and Utah Nissan LEAF Fans.
- Food and \$4000 in Prize Giveaways.
- Spencer Hall from Rocky Mountain Power spoke about the Utah EV Corridor.
- Tammy Bostick Cooper spoke about the EV Plans for the city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



- 12:00-3:30 Free Registration open; Raffle Tickets on sale at Registration Tent
- 12:00-4:00 Exhibits by Vendors & Nonprofit Organizations open (Main Barn)
- 12:00-4:00 Electric Car Test Rides (in front of Main Barn)
- 12:00-4:00 Electric Bicycles & Motorcycles (across road from Main Barn)
- 12:00-4:00 Electric Lawnmowers, Chainsaws, Weed Trimmers & Snowblowers
- 12:30-2:00 Presentations on Electric Mobility, Energy Efficiency & Renewables (Main Barn)
- 1:00-4:00 Historical Village Exhibits Open (fifteen antique buildings on site)
- 2:15-2:30 RAFFLE DRAWING at Registration Tent



National Drive Electric Week™



PRESENTED BY



Nissan LEAF® Exclusive Automotive Sponsor.

Thank you!

National Drive Electric Week™



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

PRESENTED BY

