



@EVSymposium29
#EVS29

Electric Vehicle Symposium & Exhibition

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Montréal, Québec, Canada

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DRIVE ELECTRIC INNOVATION
PROPULSER L'INNOVATION EN MOBILITÉ ÉLECTRIQUE

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Electric Vehicle Dealership Education & Training

Market Development & Demand Issues -

E25 – Education & training

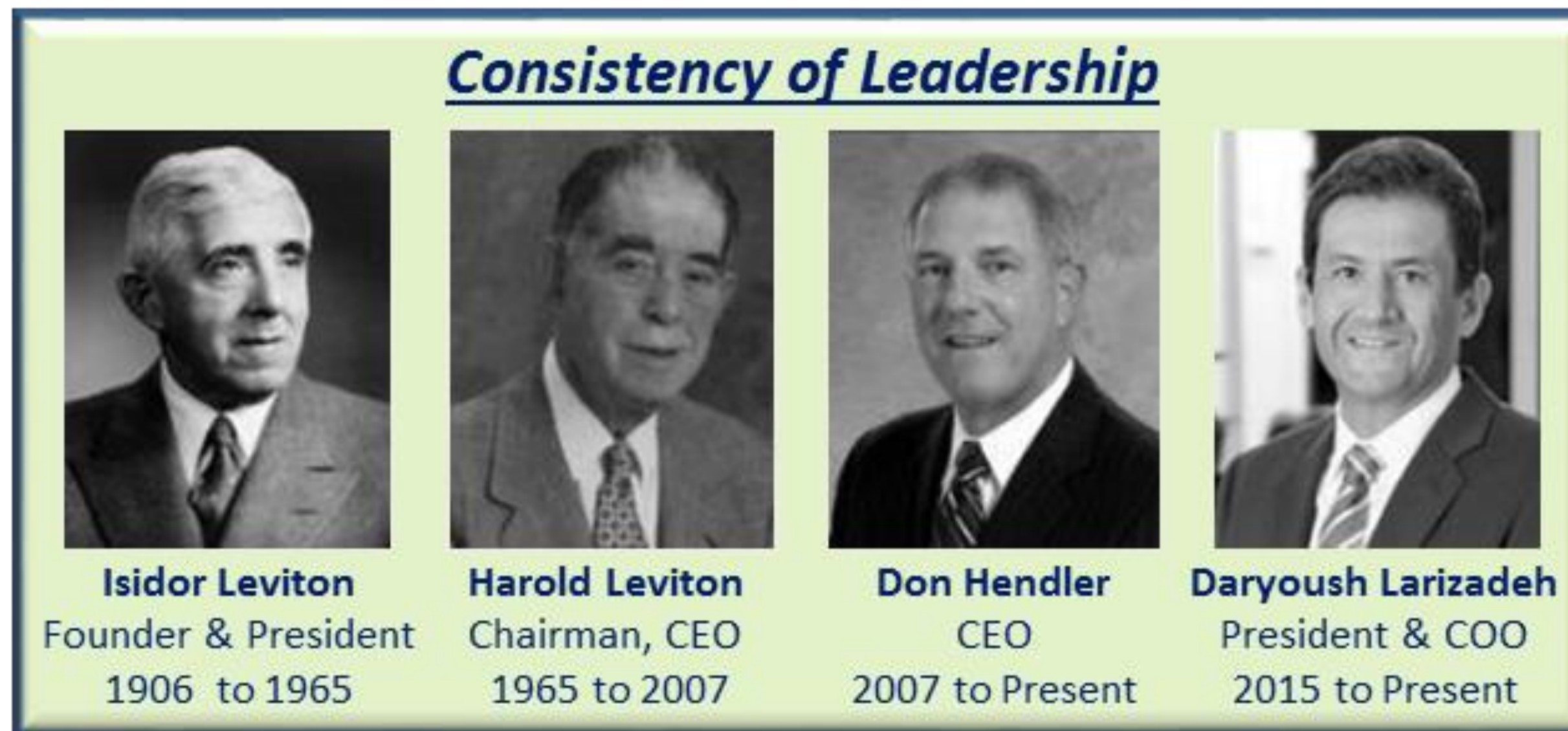
Manoj K. Karwa

Leviton Manufacturing Co., Inc.



Leviton at the Forefront of Progress; Pioneering New Technologies & Smarter Solutions

- Largest privately-held provider of wiring devices, lighting controls and network infrastructure
- 110+ years in business
- Over 26,000 products and 1,000 patents
- 2 Million products manufactured daily
- More than 7,000 employees world-wide





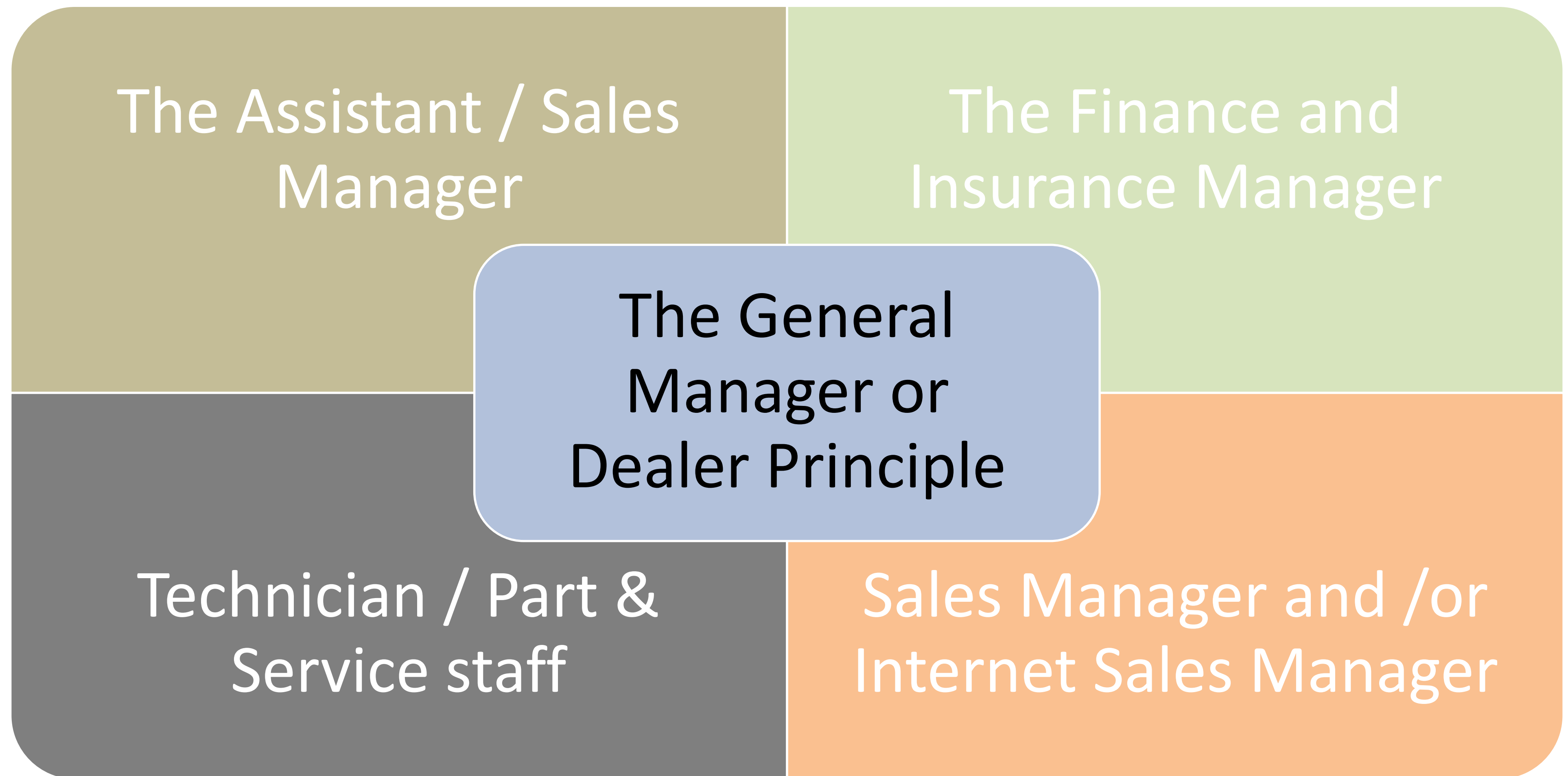
Leviton has deployed Electric Vehicle Supply Equipment in nearly 3,000 dealership across North America

- Automakers have best practices for EV readiness
 - Install an EVSE or do not have access to electric vehicles
 - Rollout EVSE installation in select markets or nationally
 - Provide multiple training tools for dealerships
- Each dealership have choices on EV infrastructure
 - Purchase EVSE only & separately select installer
 - Select turnkey solution
 - No EVSE selected
- Installations in multiple locations
 - Service bay
 - Outside of dealership

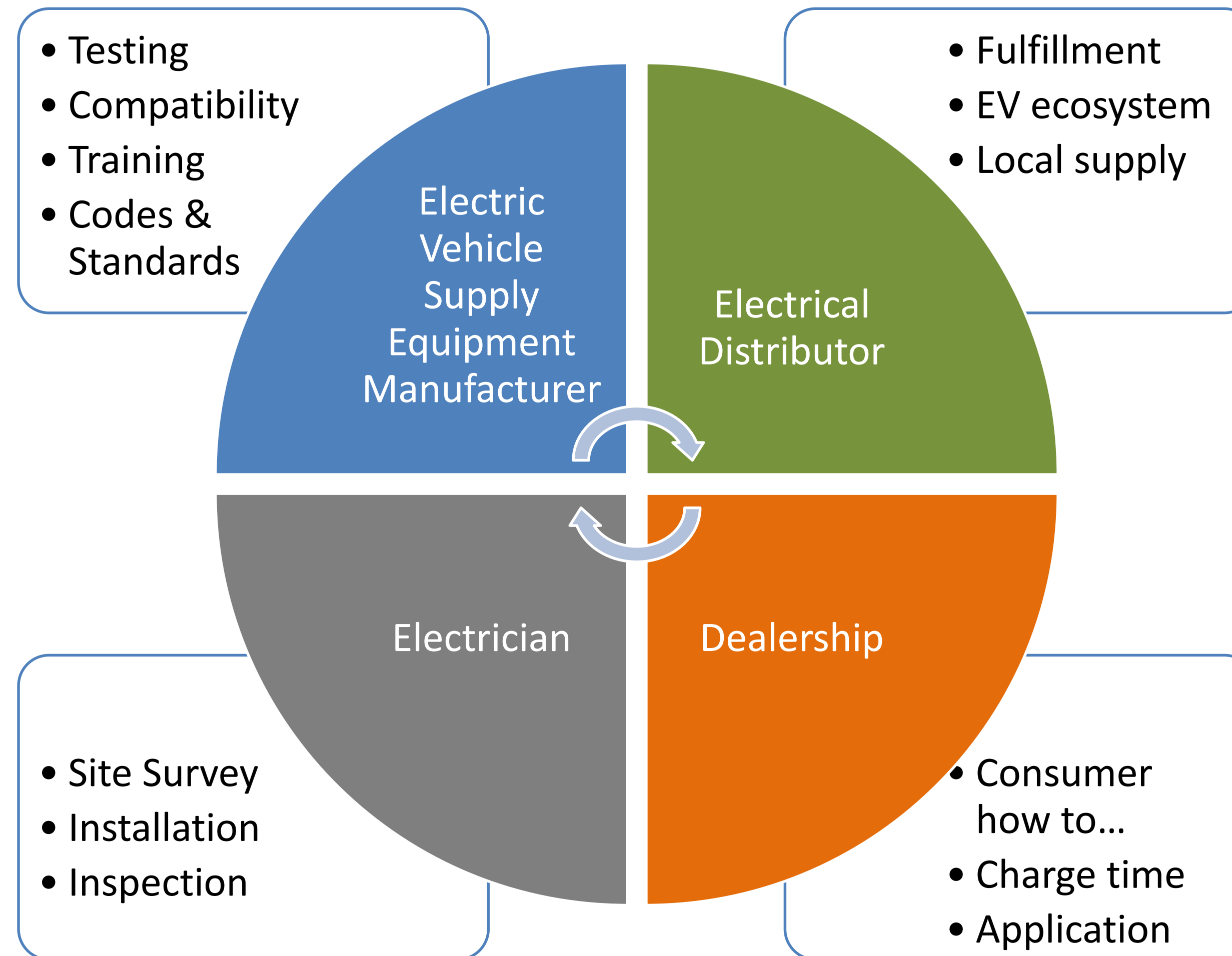




Dealerships are key market actors in the successful deployment of electric vehicles and infrastructure.



Stakeholders in Electrical Vehicle Infrastructure





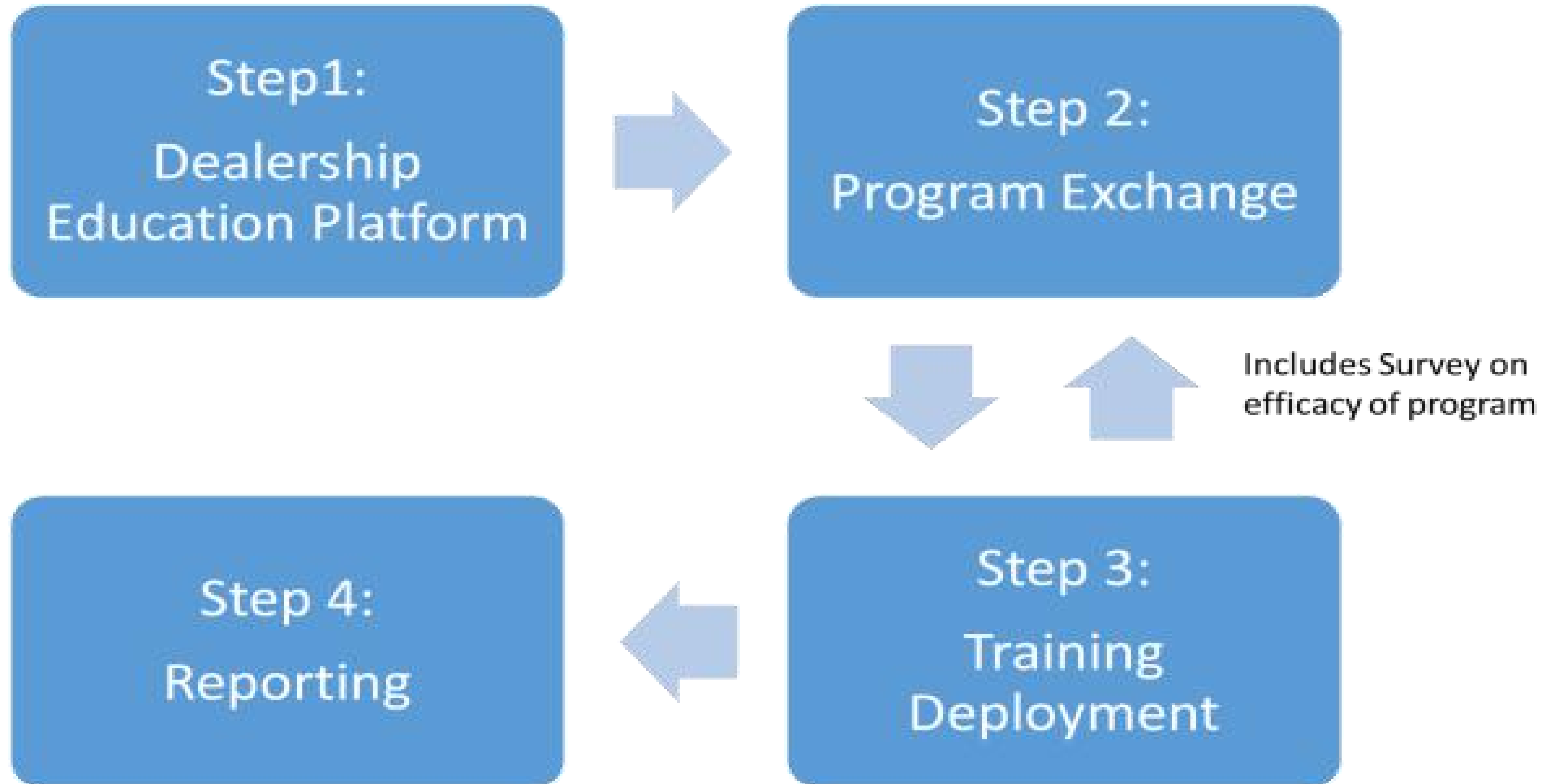
Opportunity exists to improve dealership knowledge on the electric vehicles

HOW KNOWLEDGEABLE WAS DEALER?	
Topic	Value
Total cost of ownership (including: fuelling costs, maintenance, insurance, etc.)	3.27
Electricity rates (utility specific rates for PEV charging at home)	2.51
Home charging (equipment options and installation costs)	3.16
'Away from home' charging (workplace, charging networks, public chargers)	2.77
Government financial incentives (tax credits, rebates)	3.78
Non-financial incentives/perks (HOV lane access, free parking, free charging stations, etc.)	3.49
Vehicle performance (range, battery life, etc.)	3.85
Assistance setting up and explaining PEV related 'apps'	2.6
Mean of Averages	3.18

VALUE ACCORDING TO CUSTOMER	
Topic	Value
Total cost of ownership (including: fuelling costs, maintenance, insurance, etc.)	3.96
Electricity rates (utility specific rates for PEV charging at home)	3.61
Home charging (equipment options and installation costs)	3.9
'Away from home' charging (workplace, charging networks, public chargers)	3.68
Government financial incentives (tax credits, rebates)	4.16
Non-financial incentives/perks (HOV lane access, free parking, free charging stations, etc.)	3.97
Vehicle performance (range, battery life, etc.)	4.2
Assistance setting up and explaining PEV related 'apps'	3.01
Mean of Averages	3.81



Education and outreach of dealership are in four phases:





Dealership Education Platform & Program Exchange



- Dealership welcome kit
- Marketing Collateral
- Product Bulletin
- Homepage banner
- FAQ
- Social Media
- Blog post
- Installation Video
- Product Overview Video
- YouTube Commercial

www.Leviton.com/evrgreen



Educating dealership staff on EV & EVSE incentives

Illustrative

State	Financial Incentive (Federal)*	Financial Incentive (State)**	State Sales Tax Exemption	State Sales Tax Credit	Single Occupancy HOV Lane	Insurance Incentive	Parking Incentive	Utility Incentive	Charger tax credits	Charger Rebate	Comment
New York	\$7500 Income Tax Credit				YES				YES		Clean Pass sticker (use Long Island's HOV lanes with only driver on board) Income tax credit for 50% of the EV charge infrastructure, up to \$5,000.
New Jersey	\$7500 Income Tax Credit		YES		YES		YES				HOV lane discount (10% NJ Turnpike and Garden State Prkway)
Connecticut	\$7500 Income Tax Credit	\$3000 Rebate					YES In New Haven				City of New Haven allows free metered parking for EVs Reduced biennial vehicle registration fee of \$38.
Massachusetts	\$7500 Income Tax Credit	\$2500 Rebate									
Maryland	\$7500 Income Tax Credit			YES Up to \$3,000	YES				YES \$400	YES Up to \$900	Tax credit up to \$3,000 (\$125x27 kWh of Soul EV battery)). EV charger rebate up to \$900, and EV charger tax of \$400.



Training Deployment and Reporting



Security & Automation [Exit this survey](#)

Dealership Outreach Training Survey

Please provide your feedback regarding your experience during the recently concluded Dealership Outreach Training Session

* 1. Your Name:

* 2. Trainer Name:

* 3. Do you feel the training was a good use of your time?

- ☐ Yes
☐ To some extent
☐ No

* 4. How would you rate the following aspects of the training on a scale from 1 to 5, with 1=Very Dissatisfied/Unlikely and 5=Very Satisfied/Very Likely

	1 - Very Dissatisfied/Unlikely	2	3	4	5 - Very Satisfied/Likely
How satisfied were you that your expectations were met?	☐ How satisfied were you that your expectations were met? 1 - Very Dissatisfied/Unlikely	☐ How satisfied were you that your expectations were met? 2	☐ How satisfied were you that your expectations were met? 3	☐ How satisfied were you that your expectations were met? 4	☐ How satisfied were you that your expectations were met? 5 - Very Satisfied/Likely
How satisfied are you with your overall training experience?	☐ How satisfied are you with your overall training experience? 1 - Very Dissatisfied/Unlikely	☐ How satisfied are you with your overall training experience? 2	☐ How satisfied are you with your overall training experience? 3	☐ How satisfied are you with your overall training experience? 4	☐ How satisfied are you with your overall training experience? 5 - Very Satisfied/Likely



Emerging Insights on Dealership Education & Outreach Study

- Knowledgeable dealership management and sales staff operate electric vehicles as their daily driver.
- Service bay area often used to charge the EV after service. Consumers value their EVs being full charged after service.
- Many dealership staff indicated they should have greater incentives for EVs to compensate for lost service & maintenance and time for sales activity.



Emerging Insights on Dealership Education & Outreach Study - continued

- Ongoing dealership training should include multimedia tools, sales sheets -EV fuel savings, incentives & EV value.
- Continuing communication is suggested for dealerships on the cost of ownership, incentives, time of use, HOV access & home Level 2 charger.
- Dealerships have different business models for home charging
 - EVSEs with purchase, preferred products or discounts.



Thank you

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