

Experience Electric- The Better Ride

An Electric Vehicle Test Drive Campaign

December 10, 2014

Jordan DiGiorgio, Center for Sustainable Energy

Accelerating the transition to a sustainable world powered by clean energy



Center for Sustainable Energy



Energy Programs



Technical Assistance

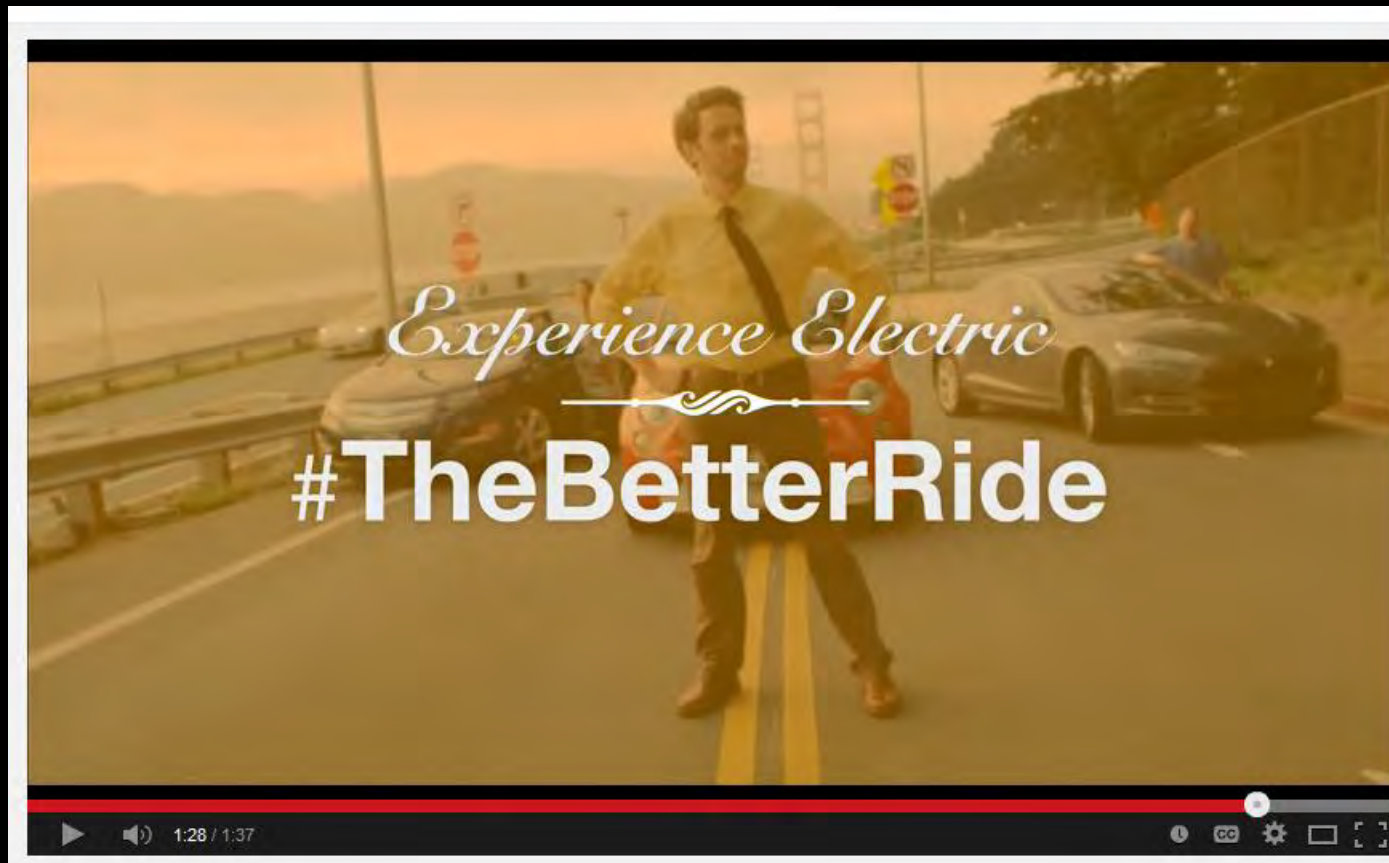


Training &
Education



Center for
Sustainable Energy[®]
CALIFORNIA

Campaign Video



<https://www.youtube.com/watch?v=I5fFAAt0viiM>

Experience Electric – The Better Ride



experience electric

#TheBetterRide

- EV Test Drive Campaign
- Measures whether EV Test drives are an effective approach in selling EVs
- 1,484 Survey Respondents
- San Francisco Bay Area
- 9 Counties, 7.4M residents
- 21 Events
- Over 4,250 test drives



METROPOLITAN
TRANSPORTATION
COMMISSION

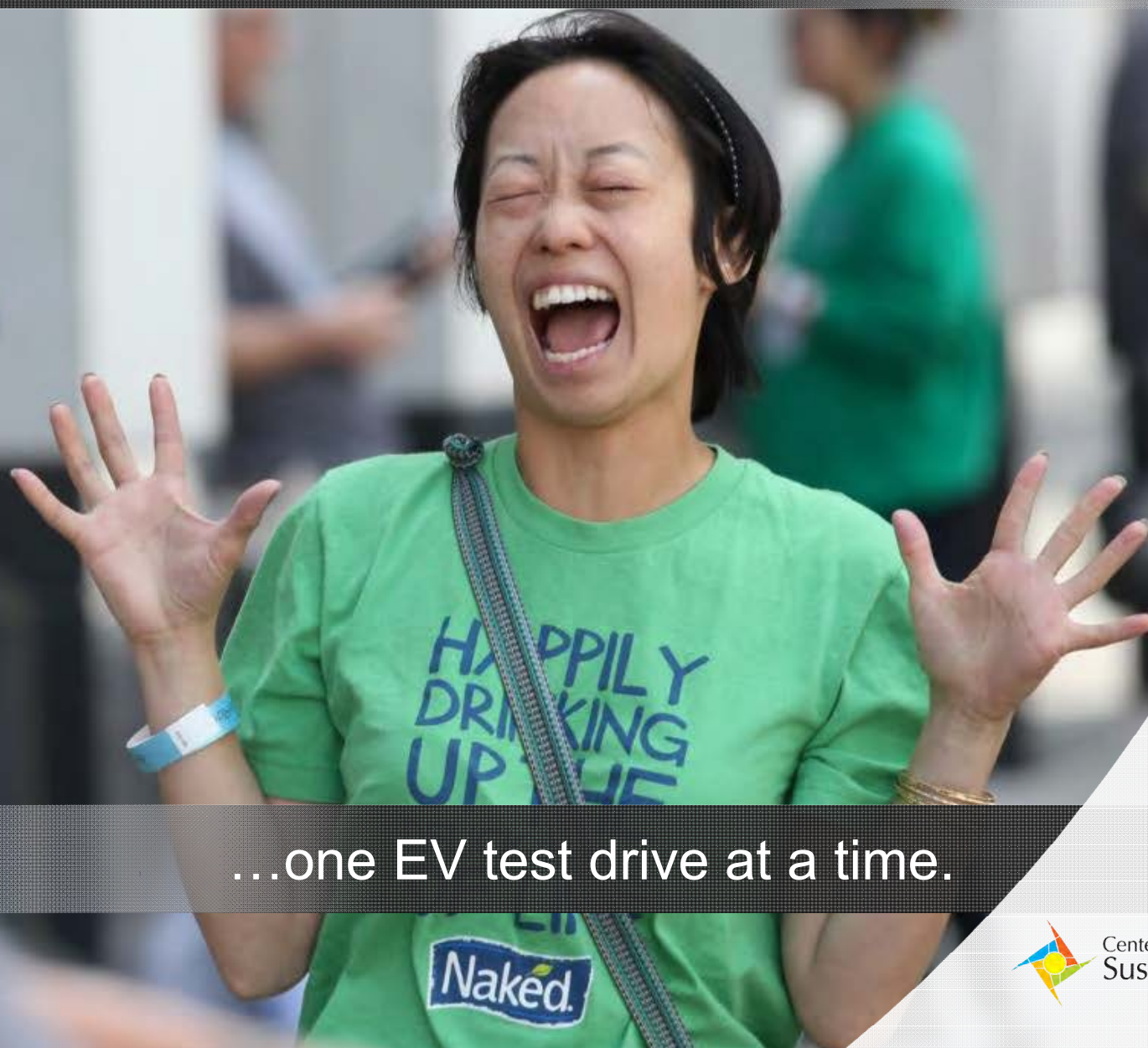


BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT



Center for
Sustainable Energy™

Making people feel like this...



...one EV test drive at a time.



Experience Electric



Jordan

Home 20+

experience electric

#TheBetterRide

SOCIAL MEDIA CAMPAIGN



TheBetterRide

1,745 likes

Ryan Fisher, Sandi Smith and 9 others like this.



+6

Invite your friends to like this Page



Experience Electric

23 hours ago

December 1st- you know what that means... It's officially acceptable to listen



Center for
Sustainable Energy™

Demographic Targets



Tech Savvy Homeowner

- Late 30s to 50s, mostly male
- \$140K+ household income
- Owns home, has family
- Highly educated (advanced degree)
- Commutes to work <80 miles roundtrip
- **Owns smart phone**
- **Uses social media**

Urban Car-Sharer

- Mid 20s- mid-30s
- \$140K+ household income
- Does not own car, uses public transportation
- Male or female, likely single
- College Education
- **Owns smart phone**
- **Uses social media**

SURVEY METHODOLOGY

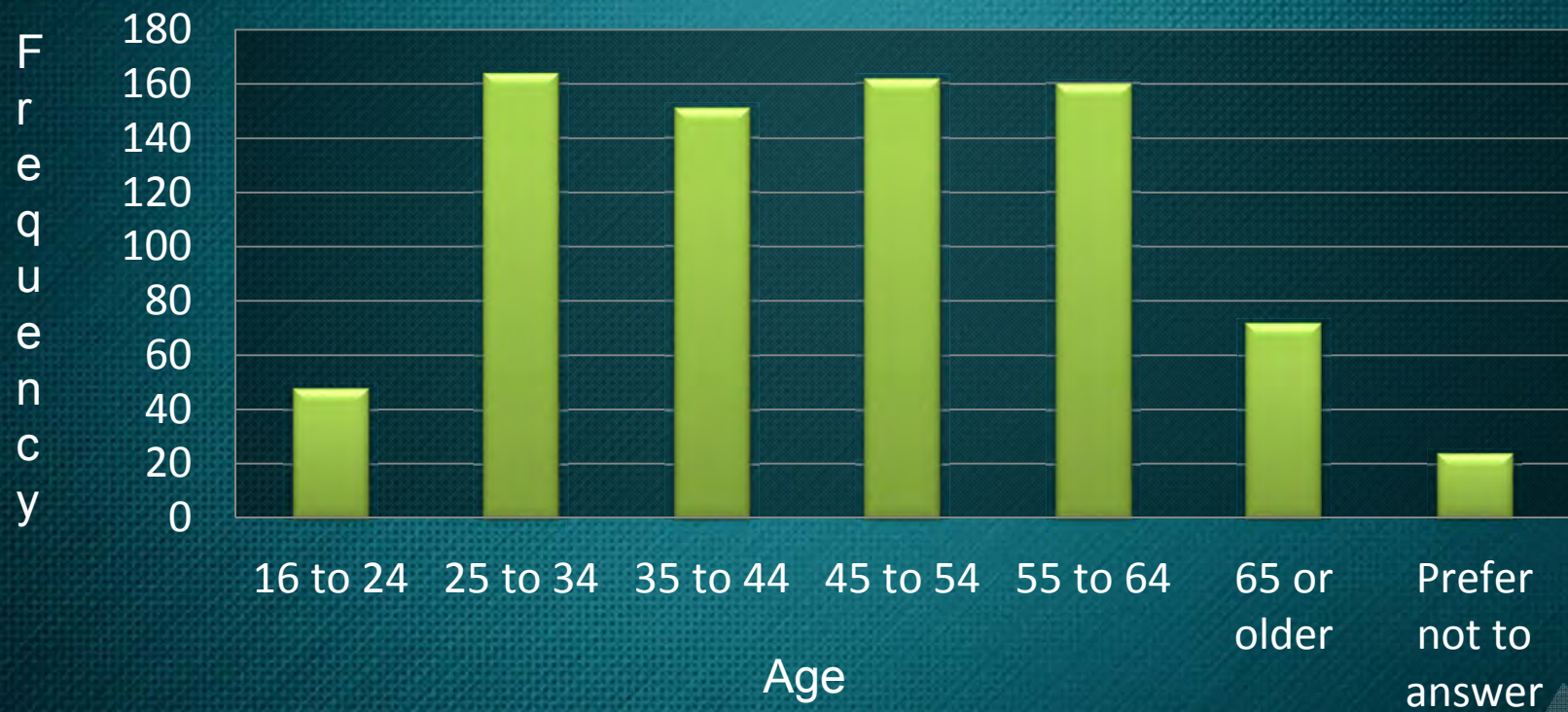
Survey Strategy

1. Pre Survey
2. Post Survey
3. Follow-up Survey

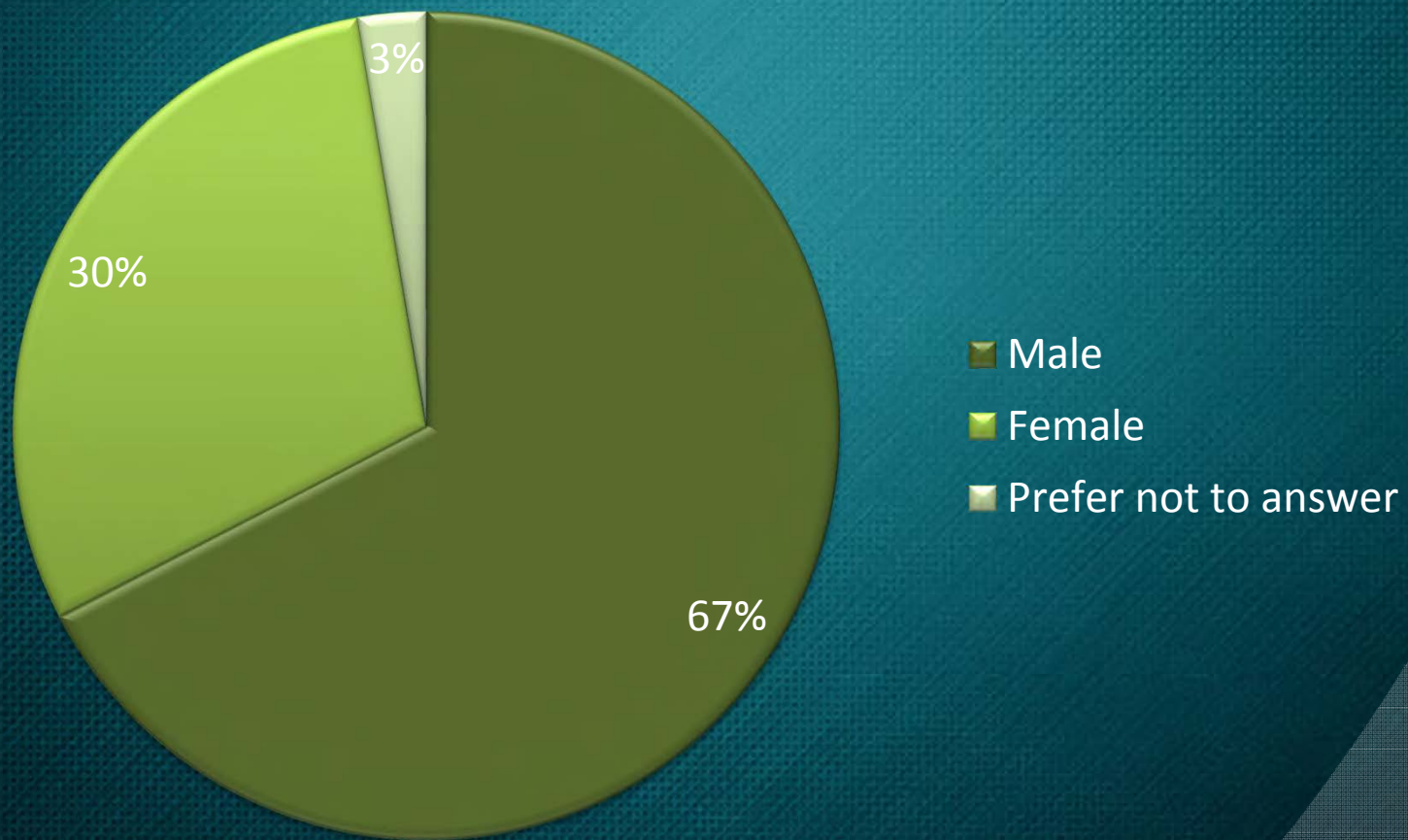


SURVEY PARTICIPANT DEMOGRAPHICS

Age



Gender



Household Annual Salary



Test drive vehicles

Ford Fusion

Energi

4%

Fiat 500e

4%

Chevy Spark

4%

Ford CMAX

Energi

4%

BMW Active E

4%

Chevy Volt

8%

Nissan Leaf

11%

Smart ED

11%

BMW i3

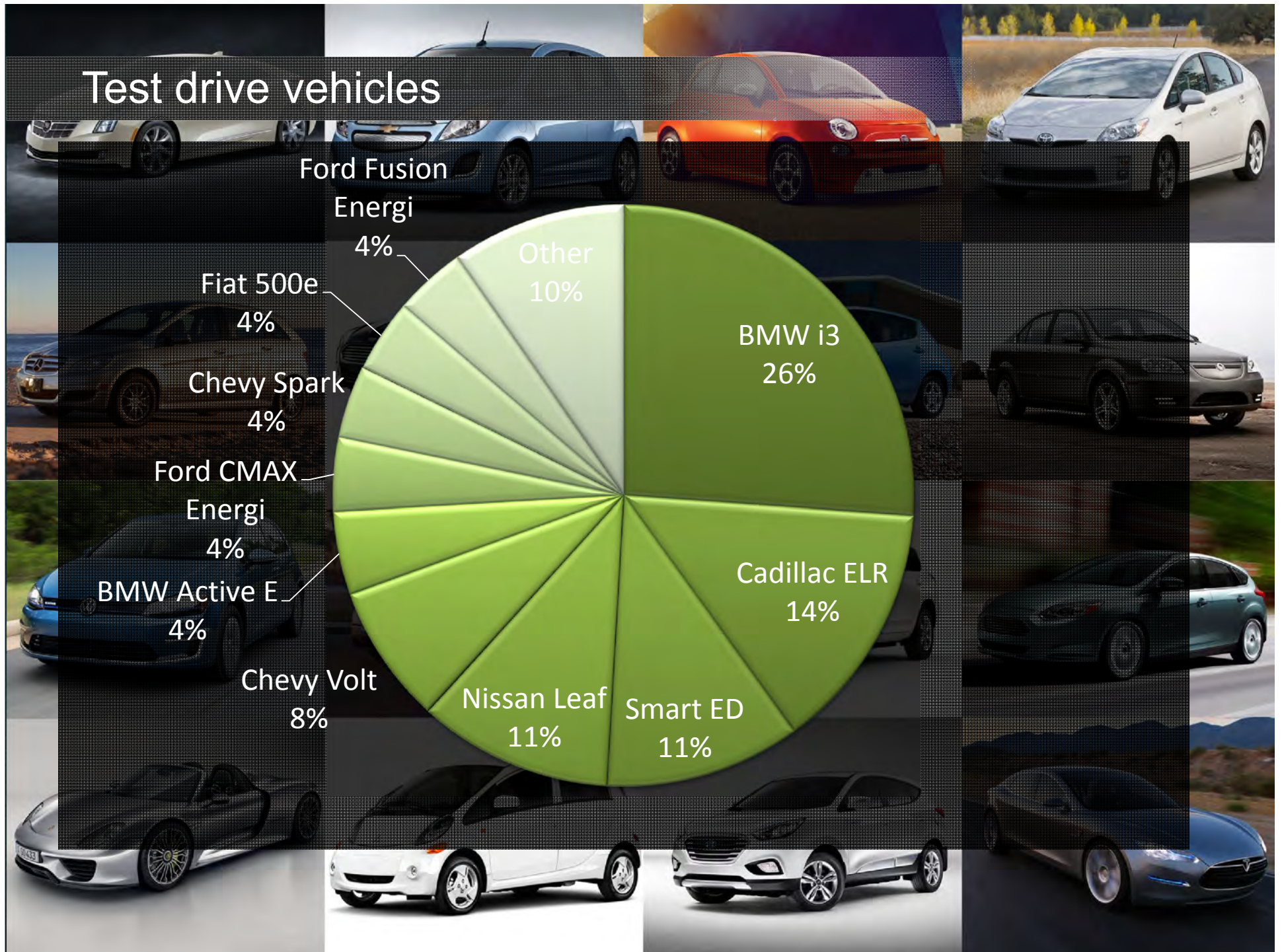
26%

Cadillac ELR

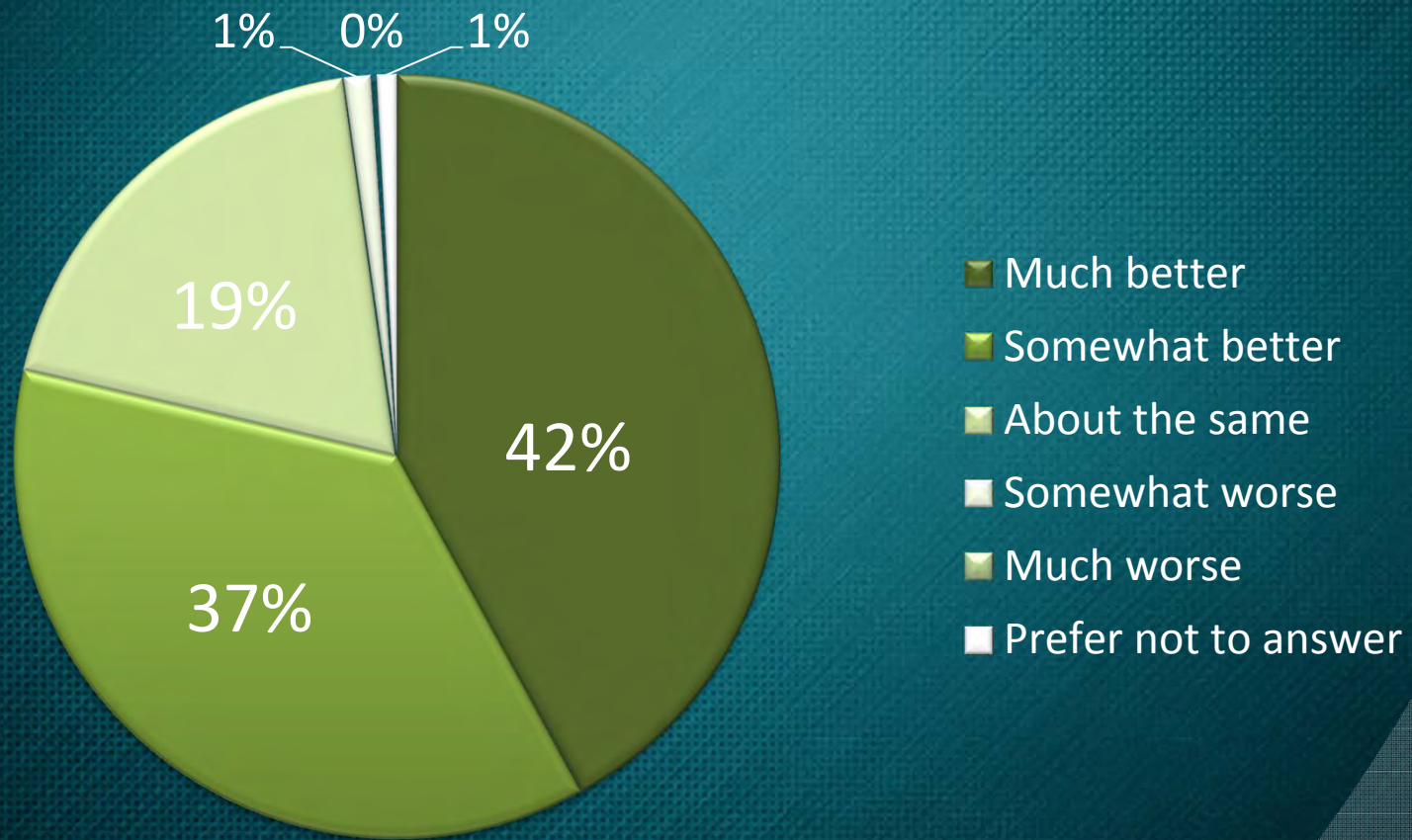
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Other

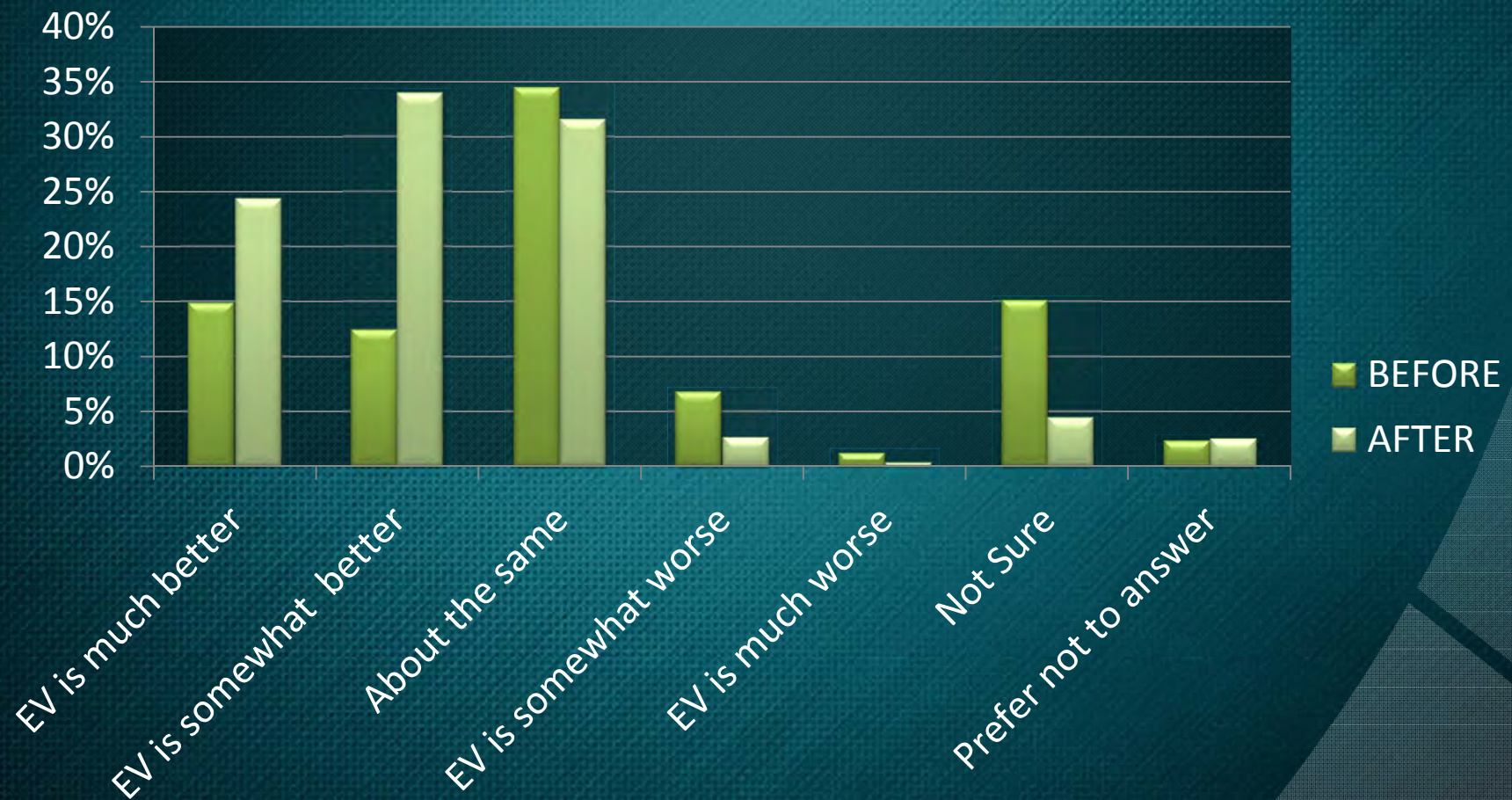
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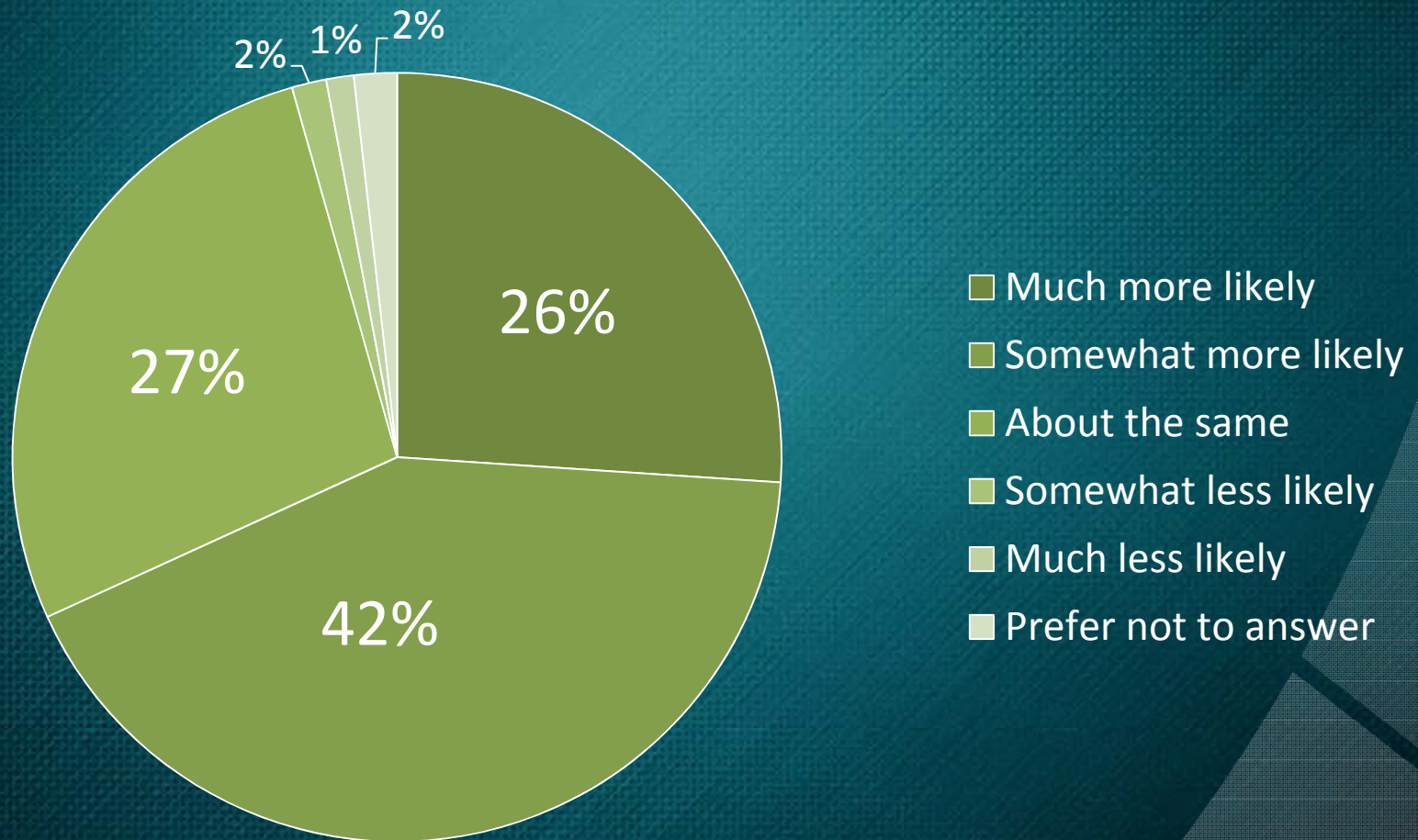
Overall Opinion of EV's post Test Drive



Overall Quality Assessment of EVs Before & After Test Drive



Likelihood of purchasing an EV after test drive



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