

Plug-in Vehicles Measuring and Transforming Consumer Attitudes

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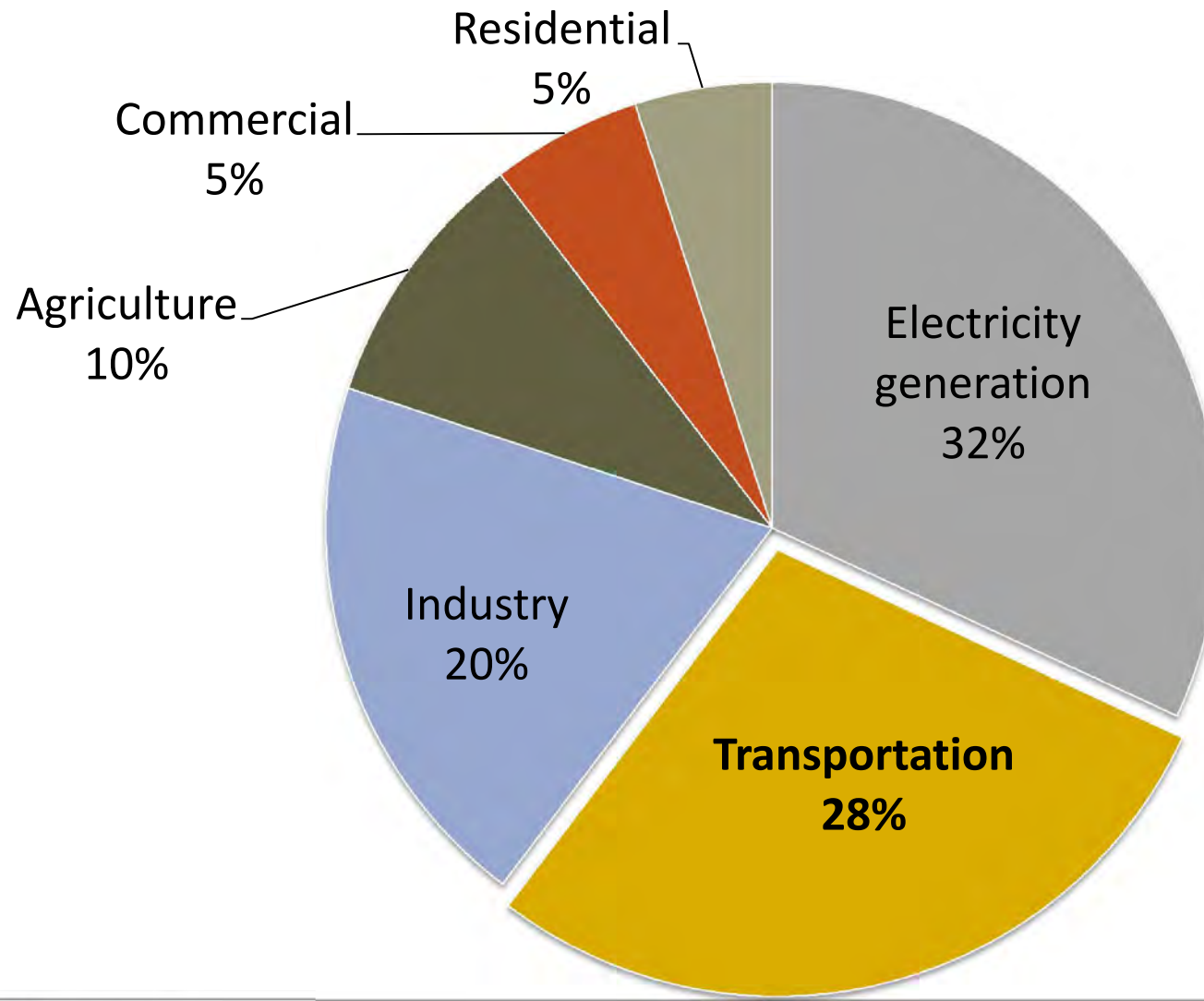
About VEIC



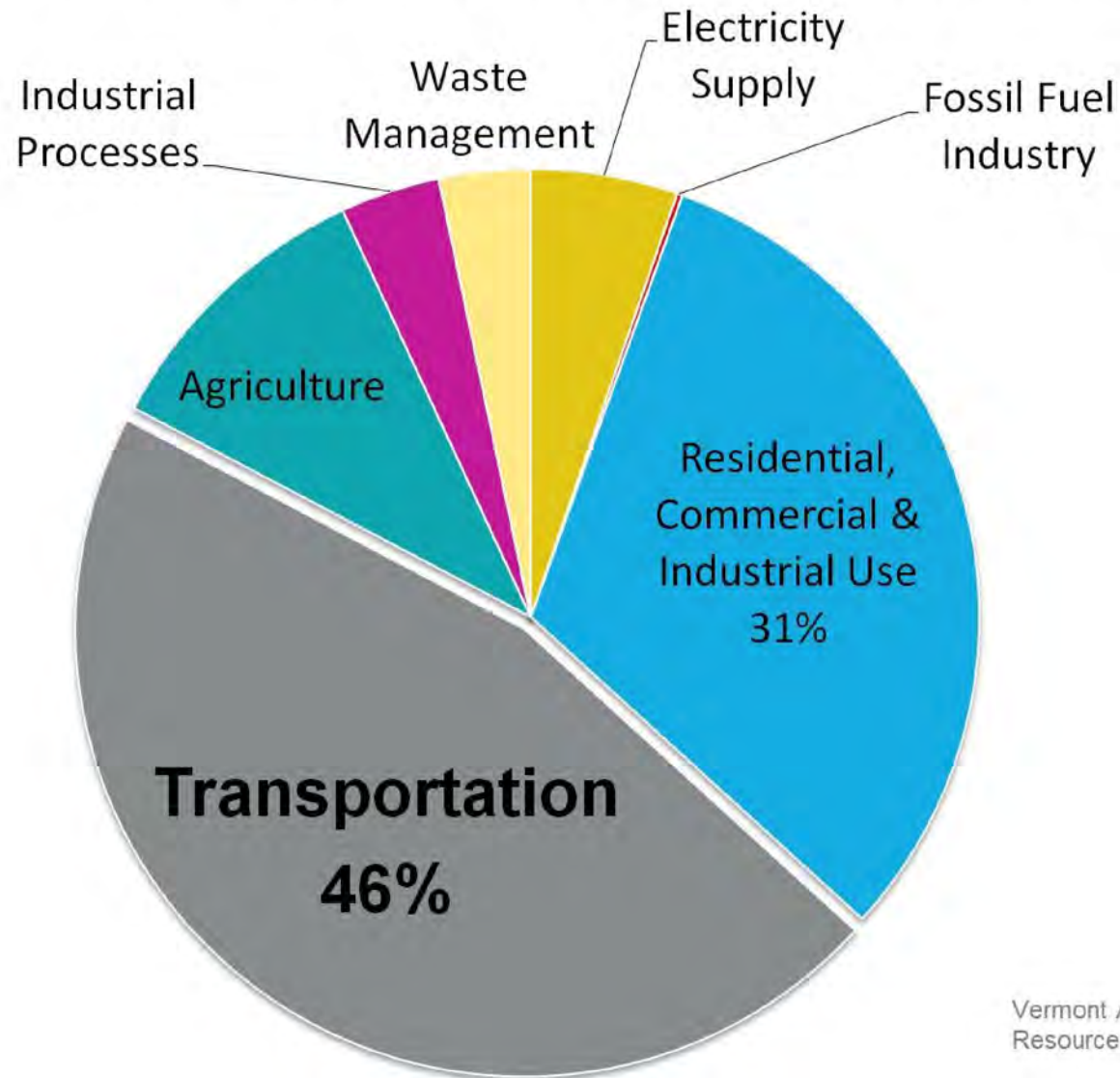
- Mission driven non-profit
- Energy efficiency & renewable energy programs
- 300+ employees
- Locations: VT, DC, NJ, OH



US Greenhouse Gas Emissions by Sector (2012)

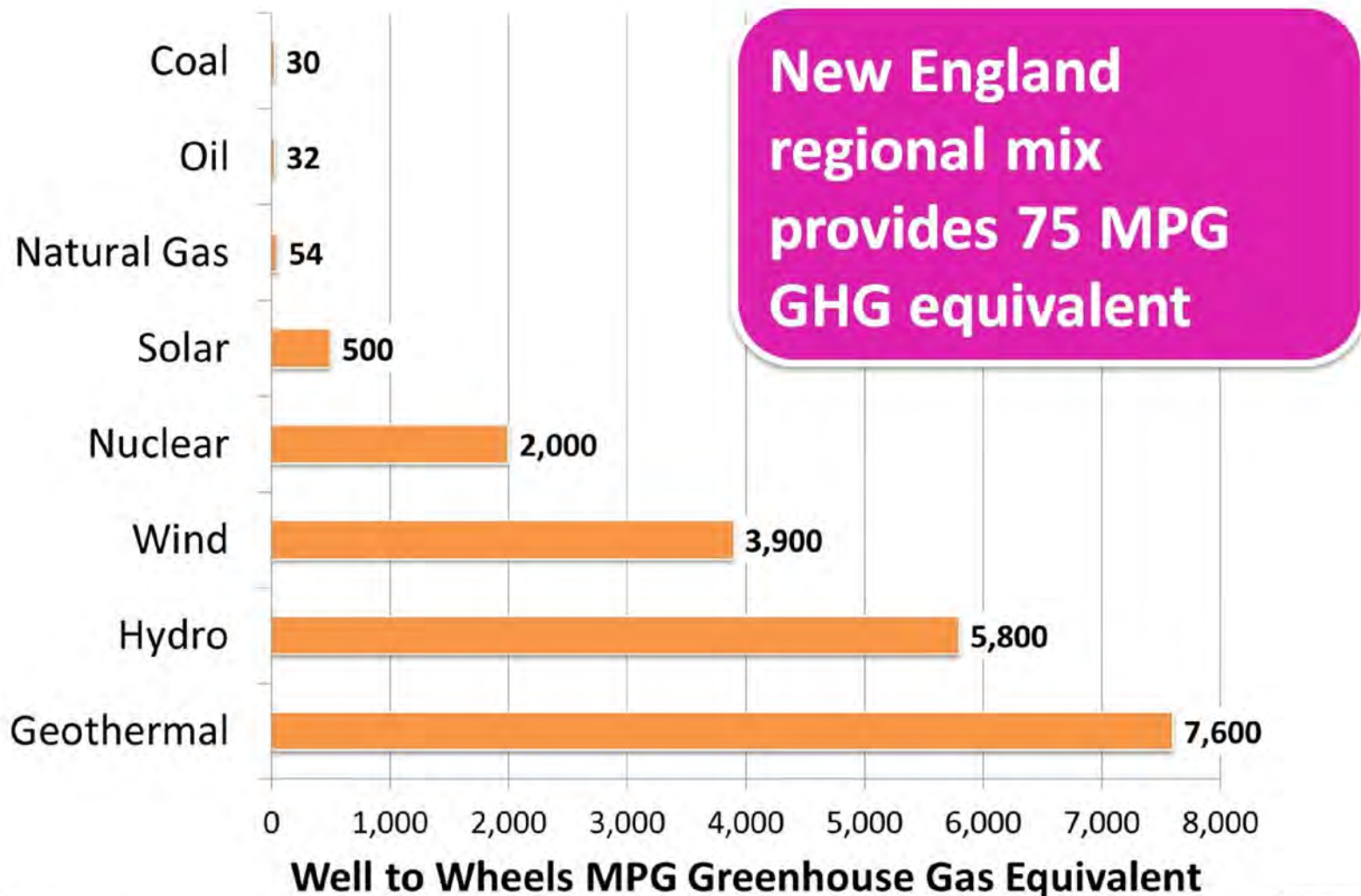


Vermont Greenhouse Gas Emissions (2011)



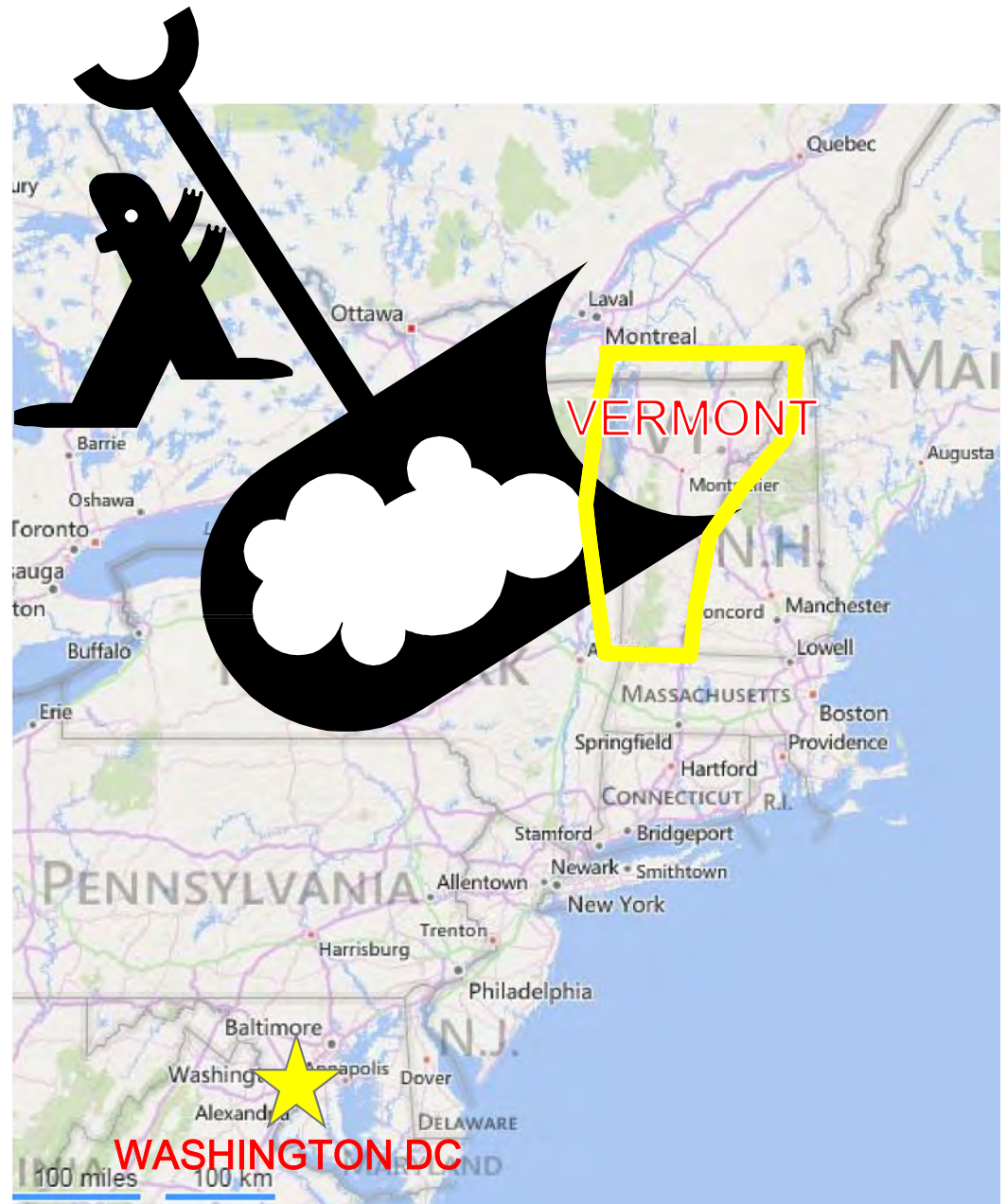
Vermont Agency of Natural Resources, 2013

Electric Vehicle Greenhouse Gas Emissions



Drive-- Electric Vermont

A public-private
partnership working to
increase the use of
electrified transportation
in Vermont



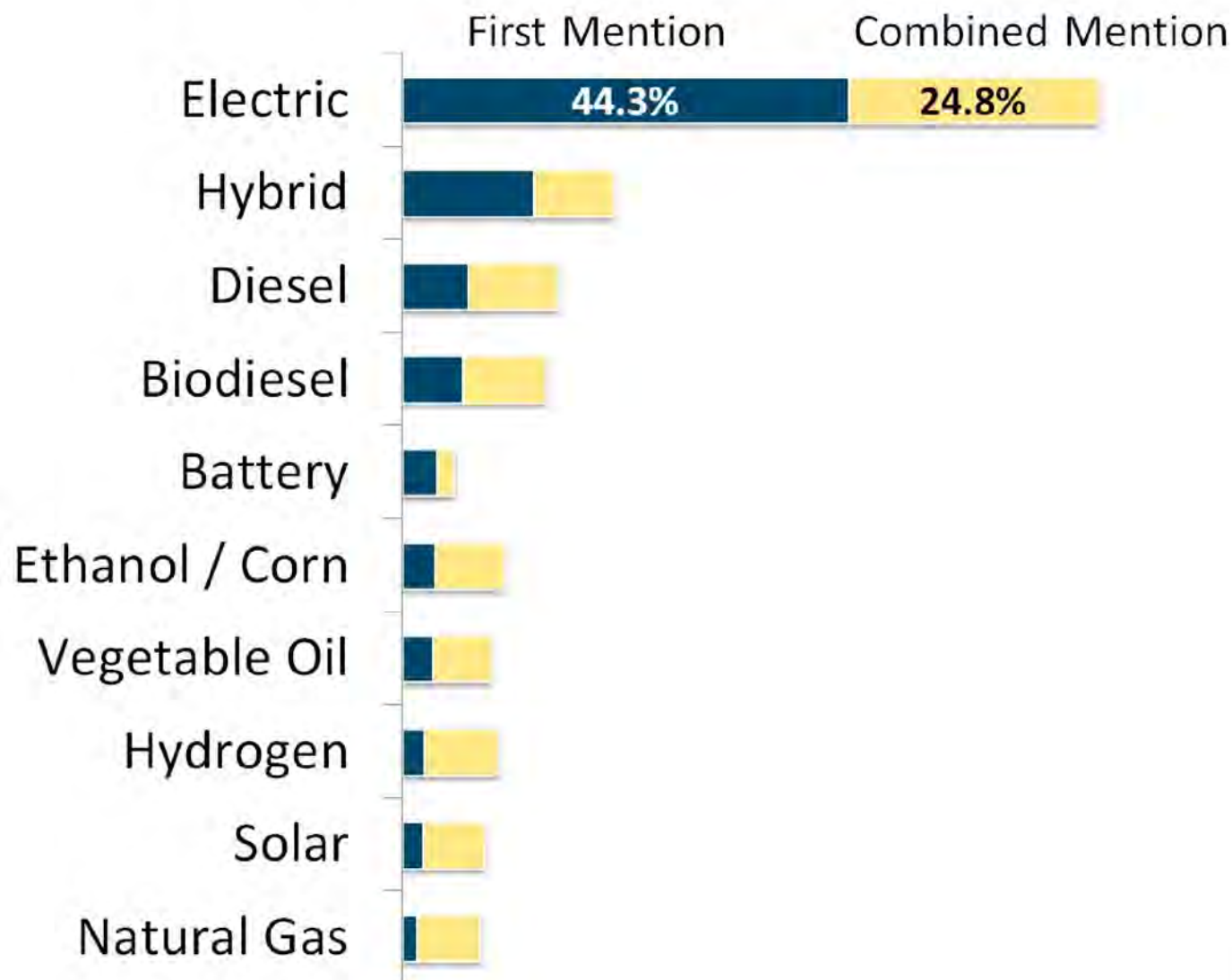
Vermont



Vermont

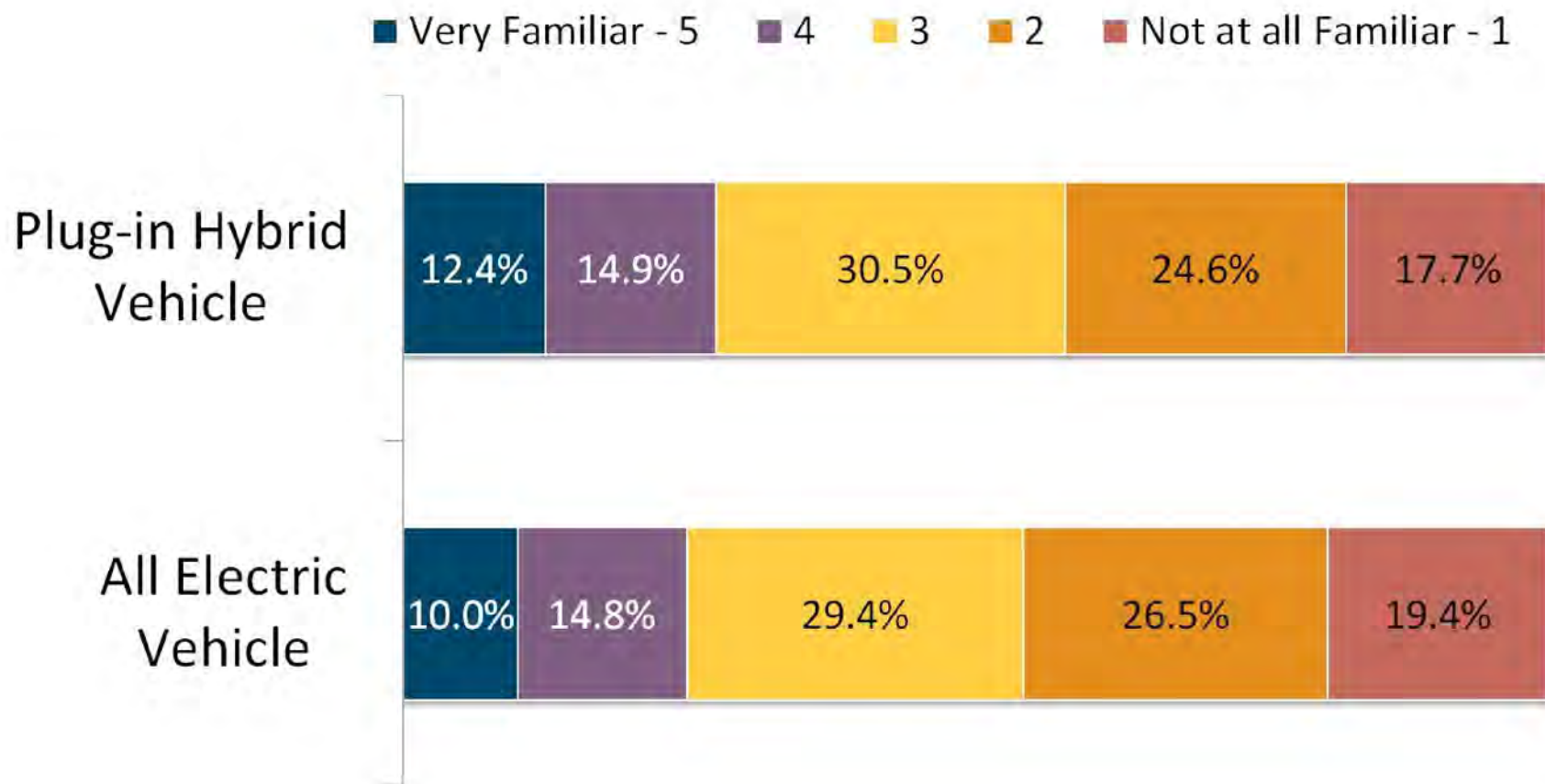


Vermonters' Unaided Awareness of Alt Fuels

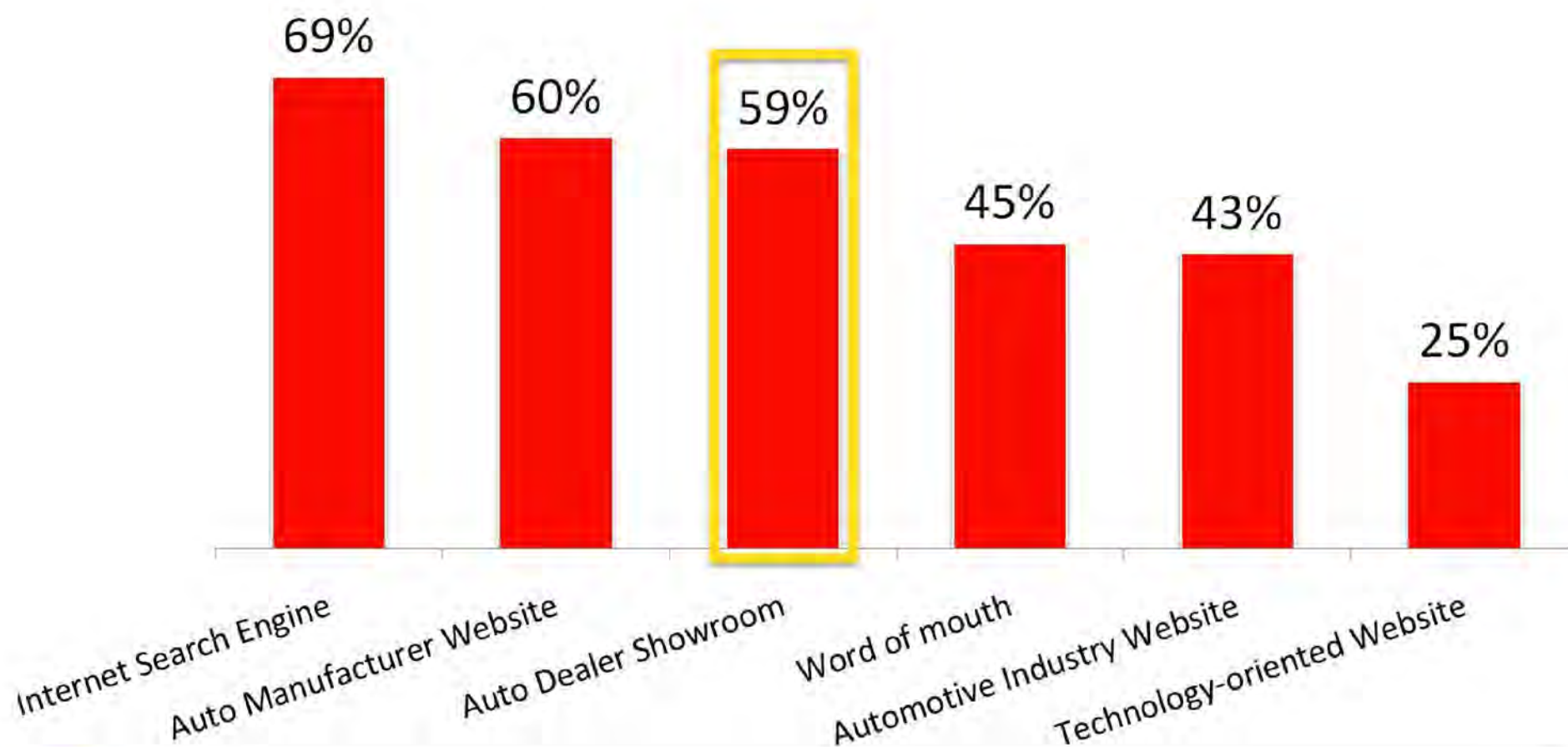


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Familiarity with Electric Vehicles

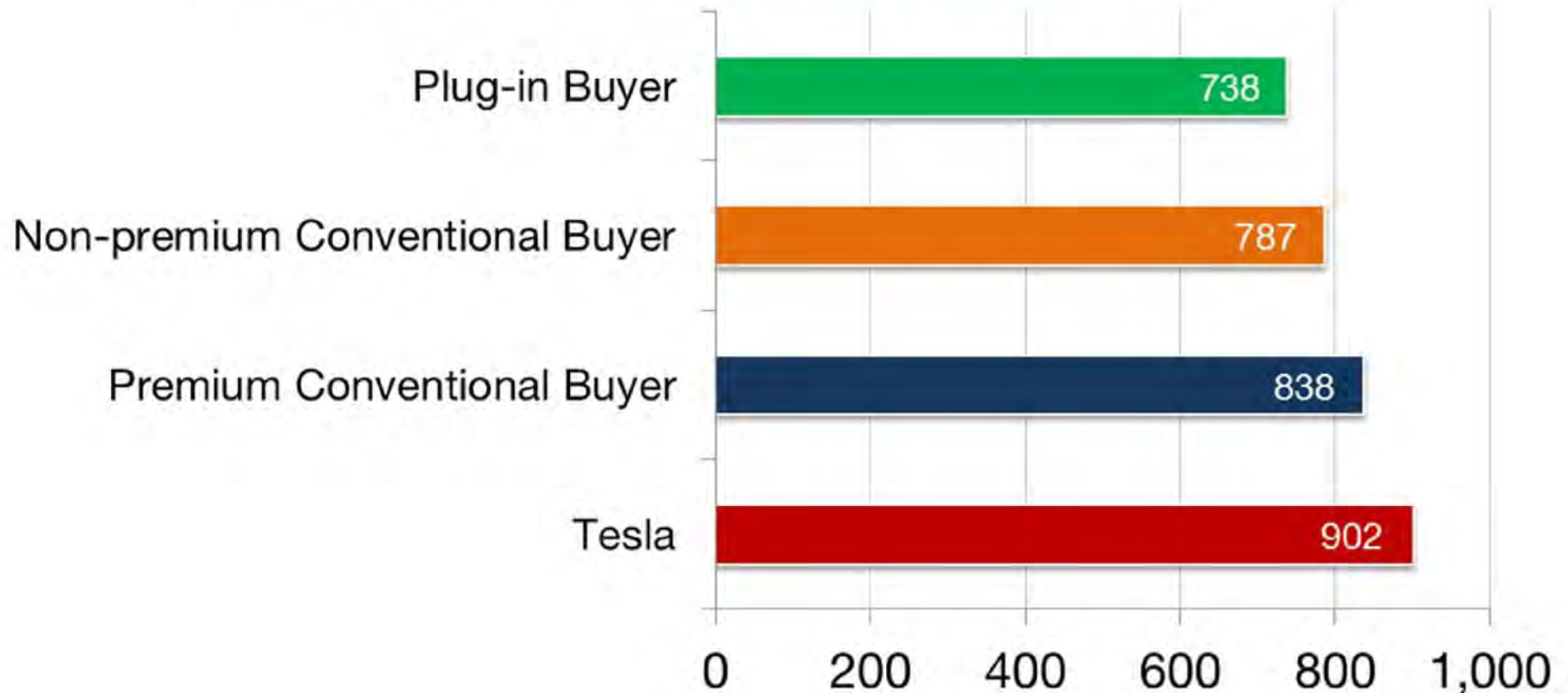


Sources of Information About Electric Vehicles

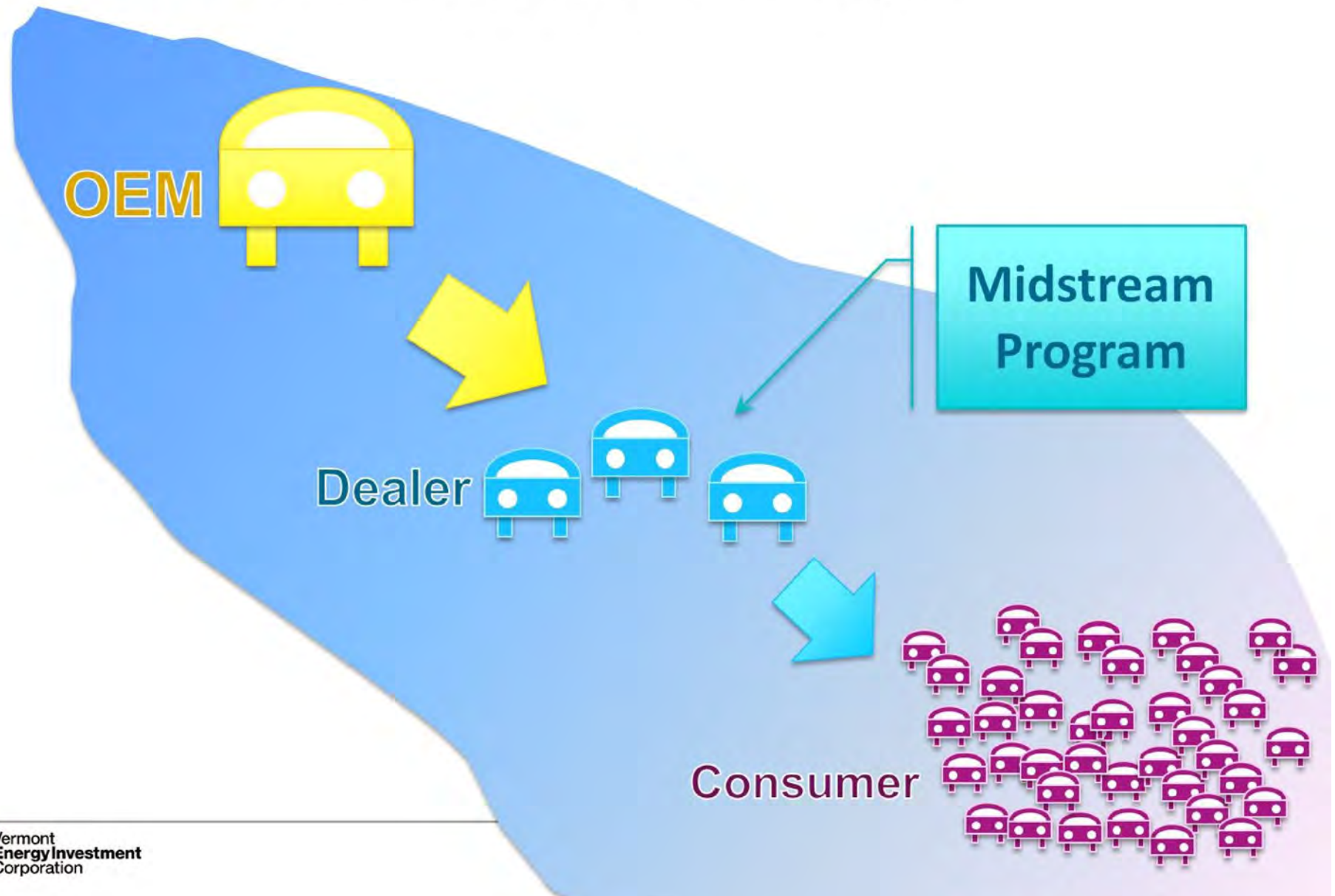


Dealer Experience

Overall Buyer Satisfaction with Purchase Experience



Incentive Program Design



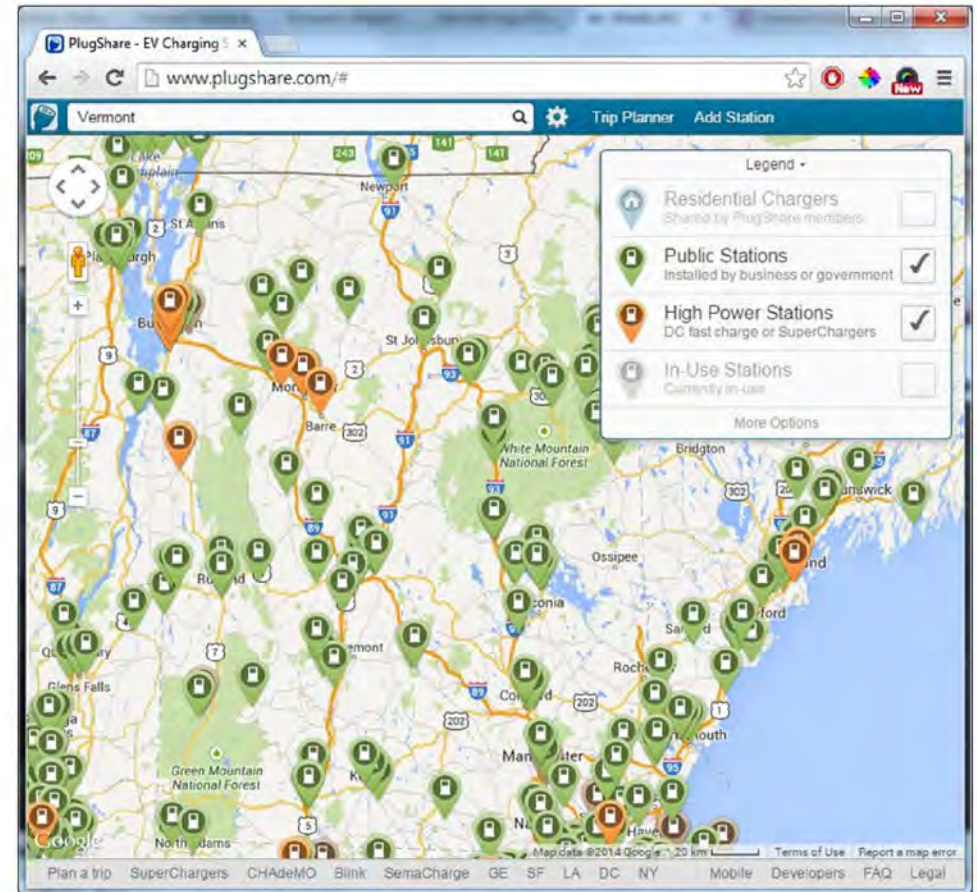
Pilot Implementation



- \$200 dealer incentive
- Participants selected through auto dealer trade organization
- Paper voucher processing

Dealer Training

- Supplement OEM Training
- Compare vehicles
- Charging infrastructure
- EVs in Vermont conditions
- Sales approach



Lessons Learned

- Cultivate relationships
- Consider dealer tax/business implications
- Sustained funding needed

The RUBBER MEETS THE ROAD SALES EVENT *Is On!!!*

2014 Fusion Energi SE!!!
Auto, A/C, Plug In Hybrid, Leather Heated Seats, Moonroof, Navigation

2014 Cmax Energi SEL!
Auto, A/C, Plug-in Hybrid, Heated Leather Seats, Loaded!

#105790

Includes 4 Snow Tires!!

Lease for **\$289** per month x24 mos., w/ \$999.00 plus Tax, Reg., Acquisition Fee and 1st Payment due at inception. Waive security deposit. 10,500 miles per year!!!

Lease for **\$249** per month, same terms if in a competitive make lease!!!

Lease Special!!

Lease Special!!

THE NEW Lamoille Valley
Hardwick, VT

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W W · L V F O R D

VERMONT ELECTRIC VEHICLE REGISTRATIONS

