

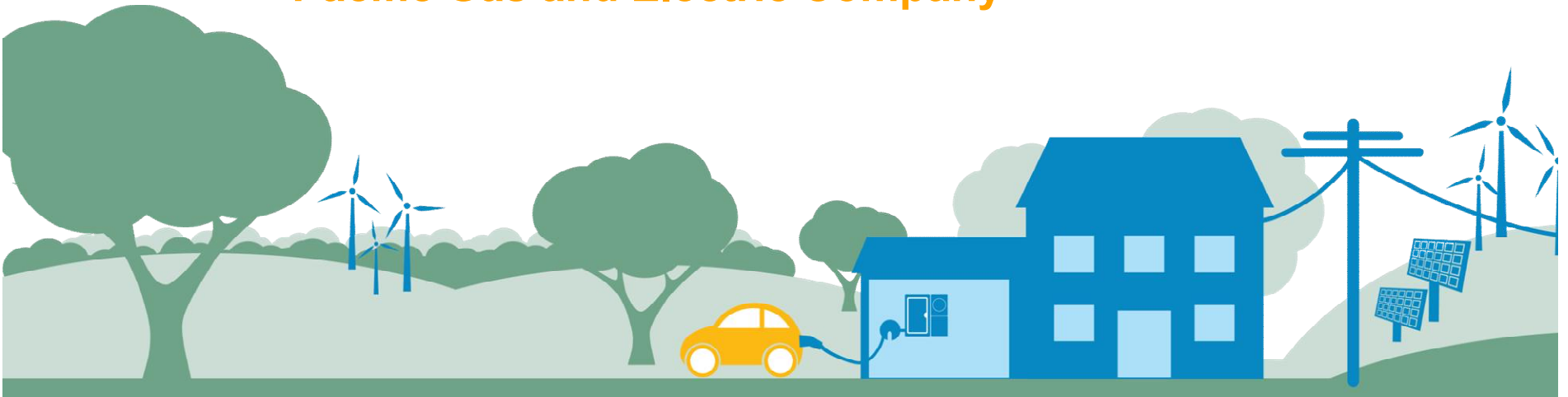


Marketing EV Rates

Cal Silcox

Electric Vehicle Education and Outreach

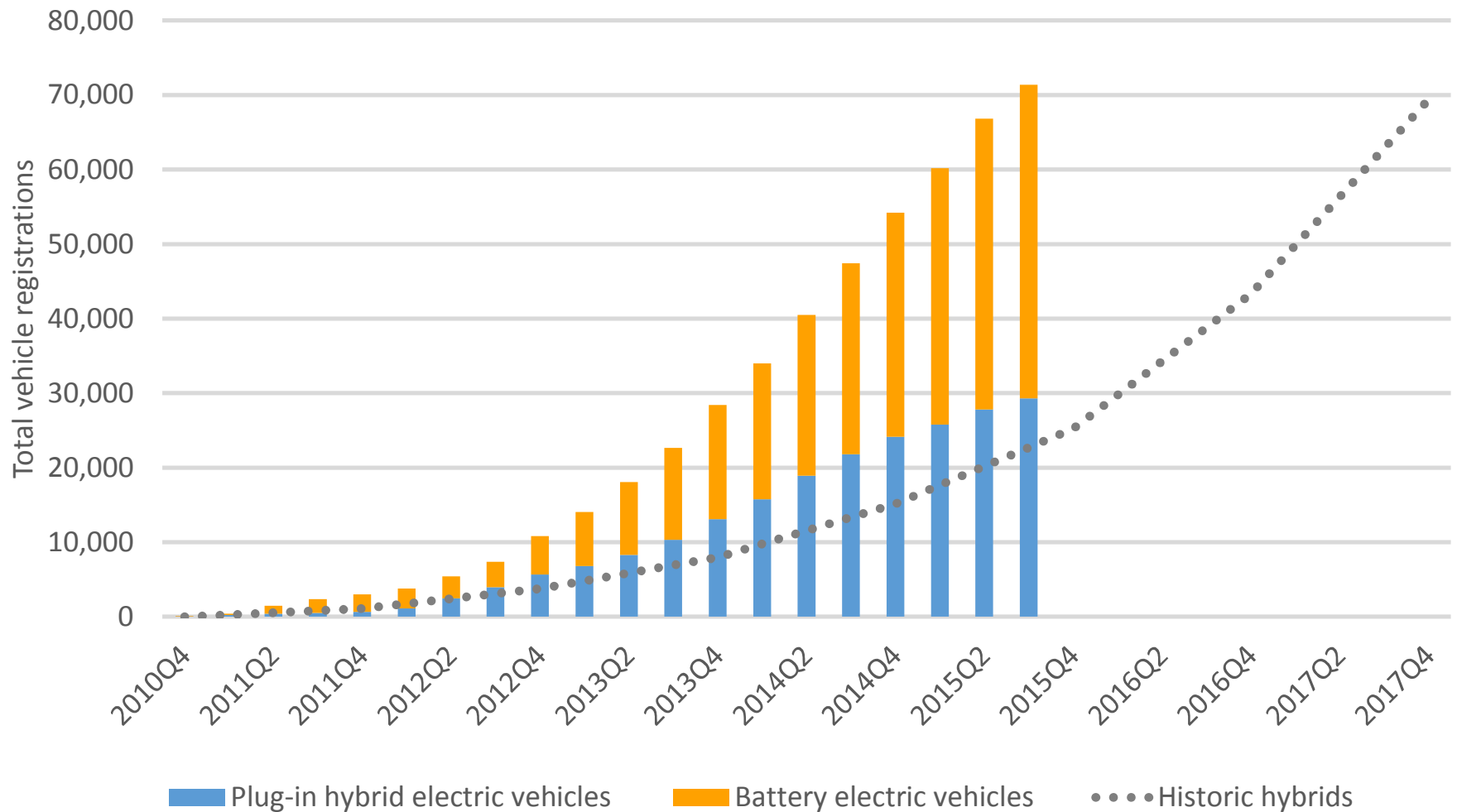
Pacific Gas and Electric Company





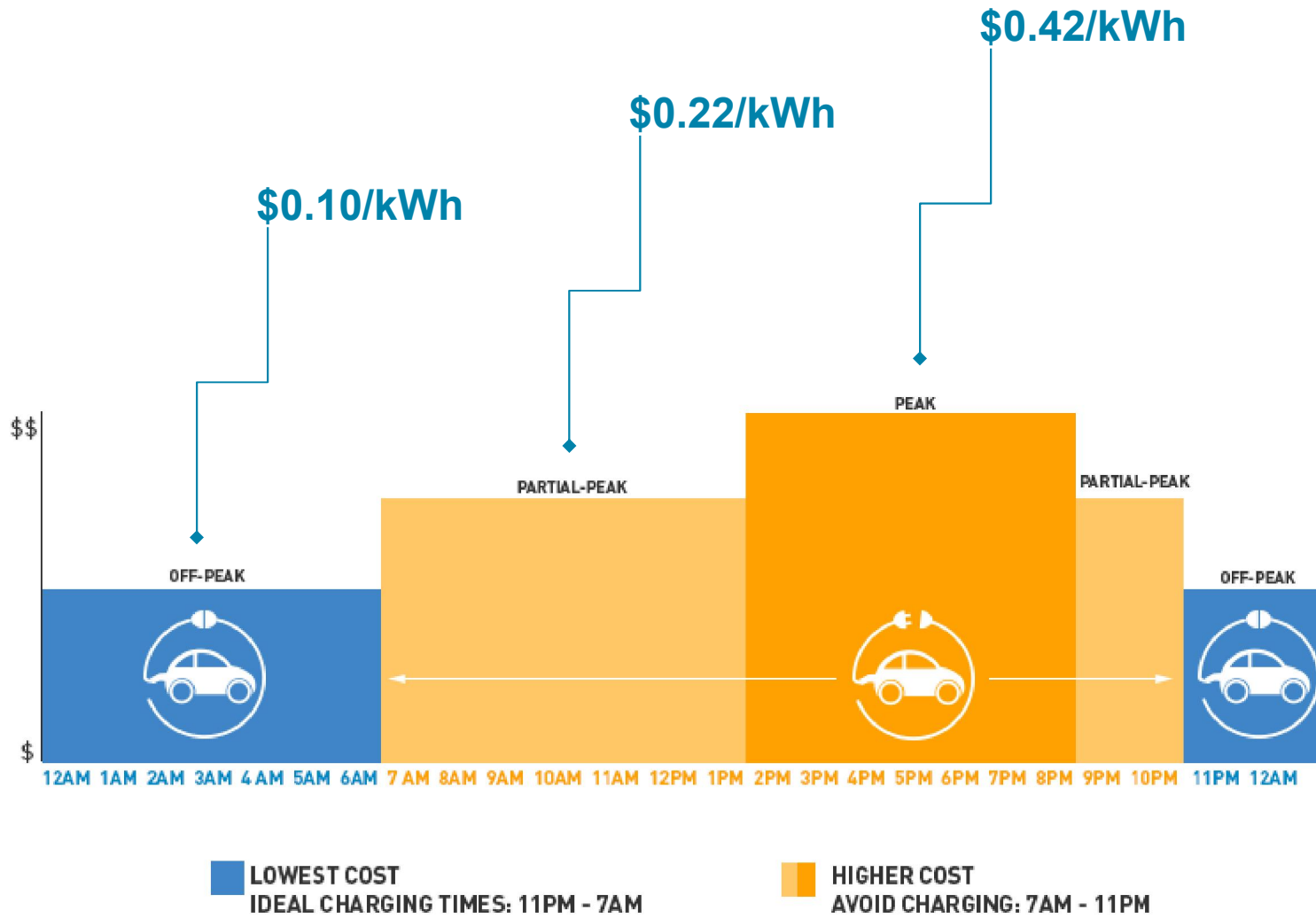
One in five EVs in the US plug into PG&E's grid

Cumulative EV Registrations – PG&E Service Area





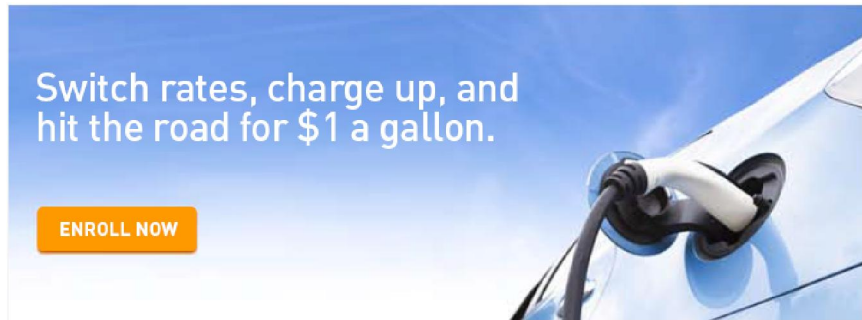
PG&E's EV rates encourage customers to charge when demand on electric system is lowest





PG&E A/B tested messaging for vehicle fuel savings against electricity bill savings

A



Now, you can recharge your vehicle for a fraction of the cost of gasoline with Pacific Gas and Electric Company's (PG&E) Electric Vehicle rate plan. After choosing your plan, be sure to charge your car overnight from 11pm-7am—when energy prices are lowest. The result: you'll pay the equivalent of about a dollar per gallon every time you plug in.

Make the switch today and you'll discover that lower charging costs are one more reason to feel even better about your choice to drive an electric vehicle.*

Enroll now by logging into your PG&E account and select your electric vehicle rate. For valuable details and tools, including charging options, charging installation and more please visit our [website](#).

When you switch to an electric vehicle, you're investing in a clean energy future. Thank you for helping us to build a better California.



B



Recharge your electric vehicle for a fraction of the cost of gasoline with Pacific Gas and Electric Company's (PG&E) electric vehicle rate plan. In fact, drivers who switched to PG&E's EV-A rate saved \$700 a year, on average, by charging overnight from 11pm-7am, when energy prices are lowest.

Make the switch today and you'll discover that lower energy bills are one more reason to feel even better about your choice to drive an electric vehicle.

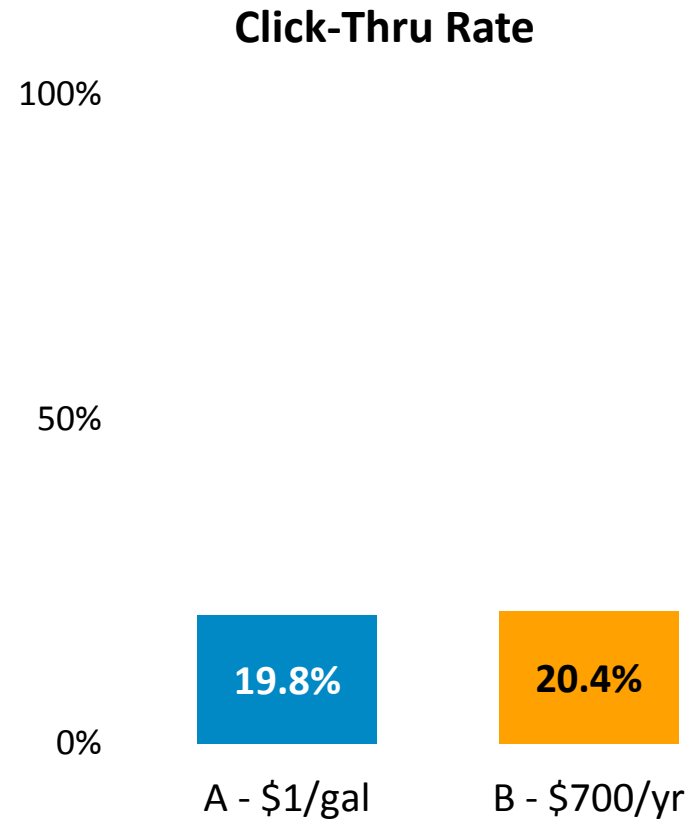
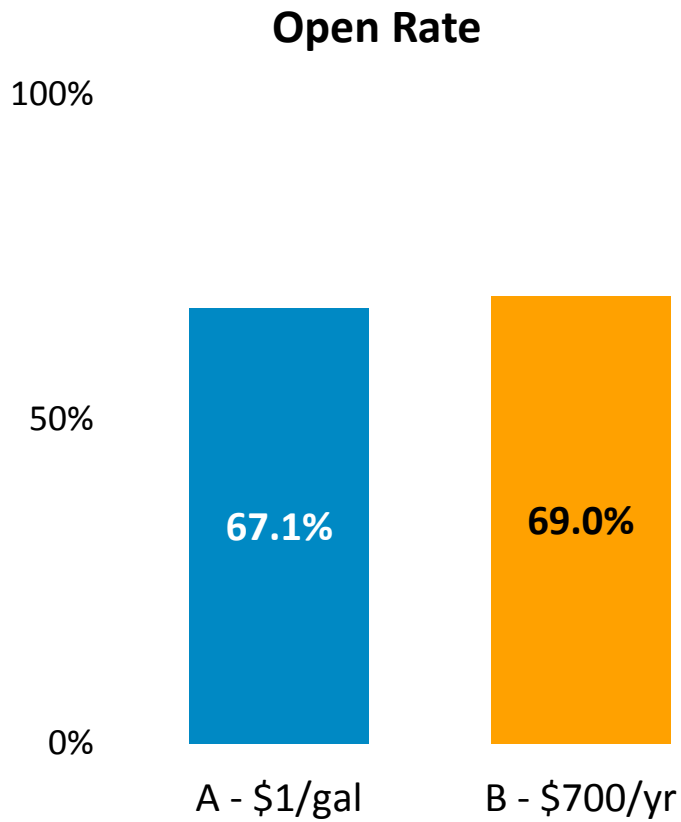
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Top-level results were nearly equal between both messages





“\$700 savings” message may be slightly more effective

A

Switch rates, charge up, and hit the road for \$1 a gallon.

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Together, Building a Better California

43% of clicks
80% logged in to PG&E.com account

B

Switch to PG&E's Electric Vehicle rate. Plug into savings that average \$700 a year.*

ENROLL NOW

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Together, Building a Better California

56% of clicks
87% logged in to PG&E.com account

44% of clicks
85% logged in to PG&E.com account



New emails are driving rate enrollments

Weekly EV Online Rate Enrollments

