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**Poster Title:** Motivating Auto Dealers to Drive Electric Vehicle (EV) Sales

**Abstract:** The commitment of auto dealers to stocking, marketing and selling electric cars has come under increasing scrutiny since the first electric models were introduced early this decade. Several well-publicized reports, including those from the Sierra Club, Consumer Reports and research firm Ipsos RDA noted widespread lack of preparedness and even resistance by dealers, with some actively pushing conventional gas-powered models on EV shoppers. What are the key retail-level barriers to EV sales and what should we reasonably expect of auto dealers? What role(s) are best left to automakers, electric utilities or other stakeholders? What steps can the EV community take to encourage more auto dealers to sell EVs and to provide the support EV customers need? We report promising results from a groundbreaking dealer engagement program developed and piloted by nonprofit Plug In America in cities as diverse as Boston and San Diego. Developed based on insights from dozens of interviews with auto dealer, manufacturer and utility representatives, Plug In America's "PlugStar" program provides EV-focused training, tools and incentives to spur EV sales. Attendees representing electric utility, industry and government interests will hear what was tried in these pilots, which elements best resonated with dealers, and whether interventions resulted in increased EV sales and customer satisfaction with the EV purchase experience. We will then discuss the potential to scale up these efforts and promising models to sustain and eventually transition responsibility to industry actors as market conditions evolve.