



DURING SALES PROCESS	Understand the Customer's EV Knowledge	It is important to ask if the customer is new to the EV world or an existing EV customer. This may determine the customer's baseline EV knowledge.	NEEDS ASSESSMENT
	Identify EV Driving Ranges	Always verify what the manufacturer states in materials. The range varies depending on driving conditions and battery size.	RANGE
	Review Purchase/Lease Incentives	Research federal, state, and local programs, available tax credits, low-income programs, etc., using online resources such as: <ul style="list-style-type: none"> • http://www.fueleconomy.gov • http://www.driveclean.ca.gov • https://plugstar.com • https://ww2.arb.ca.gov Prepare and understand how to help the customer combine incentives, if applicable.	INCENTIVES
	Review Your Customer's Driving Routine	Ask about the customer's driving routine and their daily mileage. This will allow you to provide better guidance on recommendations for home, work, and public charging options.	CHARGING
	Discuss Level 1, Level 2, and DC Fast Charging	Know the three levels of EV charging: <ul style="list-style-type: none"> • Level 1 (120V): Standard residential power, 4–24 hours to charge • Level 2 (240V): Standard public charging station power, 4–12 hours to charge • Level 3 (DC fast charging): Fast charging station networks, 15–30 minutes to charge 	CHARGING
	How to Find Charging Stations	Understand and communicate to customers how to locate EV charging stations across the U.S. Here are some valuable websites: <ul style="list-style-type: none"> • https://www.plugshare.com • https://www.electrifyamerica.com • https://chargeway.net • https://www.evgo.com/find-a-charger/ • https://chargepoint.com 	CHARGING
	Review Level 1 At-Home Charging Option	The Level 1 charging equipment includes a 12-foot cord with a universal connector that you can plug directly into a standard household 120V outlet. Charging takes longer at this level, typically providing about 5 miles of range per hour of charging—enough for many daily drives.	CHARGING
	Understand EV Charging Cable Length Options	Understand and explain charging cable length options: <ul style="list-style-type: none"> • Level 1: 12-foot cord (included with EV purchase) • Level 2: 16- to 24-foot cord 	CHARGING
	Review Level 2 At-Home Charging Option	Depending on your customer's daily driving mileage, installation of a Level 2 home charging station might be appropriate. Installing a Level 2 charging station at home provides a faster charge but requires the purchase and professional installation of some specialty equipment. <p>The average Level 2 home charger costs about \$500 to \$900. Be sure to review the customer's EDU website for possible Level 2 at-home charging program details, pricing, and available rebates or discounts.</p>	CHARGING
	Understand and Communicate Level 2 Charging Times	A Level 2 station allows the customer to charge up to five times faster than 110V charging (Level 1). A Level 2 charger delivers 240 volts of electricity, with charging times varying between 4 to 12 hours to reach full charge.	CHARGING

DURING SALES PROCESS (continued)	Discuss Total Cost of Ownership	A <i>Consumer Reports</i> analysis of EV ownership takes fuel, maintenance, and repair costs into account, in addition to purchase price, financing, and resale value. Cost savings will average \$6,000 to \$10,000 over the life of the vehicle, compared to owning a comparable gasoline-powered vehicle.	TCO
	Discuss the Yearly Average Cost Savings for Fuel	The electricity required to drive 15,000 miles per year in a compact EV costs an average of \$546, while the amount of gasoline required to drive the same distance costs an average of \$1,255 (or 130% more).	BENEFITS
	Discuss Local Rate Plans	The average price of electricity in California was 22 cents per kilowatt-hour (August 2021). Check the local EDU provider website for specific rates, best time to charge, and incentives during off-hours.	RATES
	Discuss the Expected Battery Life and the Battery Warranty	Consult manufacturer's training guides or corporate websites as a battery's warranty will vary: <ul style="list-style-type: none"> • Average battery life: around 10 years • Average warranty: 8–10 years/100,000 miles 	WARRANTY
	Review Websites for EV Education	Review these websites for additional EV knowledge: <ul style="list-style-type: none"> • http://www.driveclean.ca.gov • https://www.evgo.com • https://www.edmunds.com/electric-car/articles/ev-buying-guide/ 	EV RESOURCES
VEHICLE DELIVERY	Inform on Roadside Assistance Plan	Roadside assistance coverage and plans vary among manufacturers. To review details and locate toll-free numbers, check the manufacturer's EV owner's manual. Review this information with your customers.	ROADSIDE ASSISTANCE
	Review EV Scheduled Maintenance	General maintenance for an EV includes tire rotation, cabin air filter, wiper blades, washer fluid, brake fluid, coolant, steering and suspension, headlamps, alignment, OTA (over the air) updates, warning lights, accessories, and DTU (difficult to use)/HTO (hard to operate) issues. Provide every EV customer with a Service Department introduction.	MAINTENANCE
	Discuss Warranty Plans	Consult your F&I Manager for additional warranty plans offered on your customer's EV: <ul style="list-style-type: none"> • Manufacturer warranties will vary • Average warranty: 8–10 years/100,000 miles 	WARRANTY
	Review OEM Ownership Incentives	Some manufacturers offer free EV charging, free maintenance, and remote access programs. Check your manufacturer's offerings and communicate them to your customers.	INCENTIVES
	Review OEM Apps	Manufacturer and third-party apps can assist customers in EV charging and maintenance, locating EV charging stations, and monitoring EV battery charge levels. Know your manufacturer's offerings as well as the most frequently used apps and share these with your customers.	APPS
POST-SALE FOLLOW-UP	Discuss EV Vehicle Operation	Follow up on your customer's EV experience, help schedule future service or maintenance, and answer any EV lifestyle-related questions.	OWNERSHIP
	Review EV Apps	Confirm your customer awareness of EV apps and EV charging apps. Encourage them to use EV charging apps, and answer any questions they may have.	OWNERSHIP
	Discuss Post-Sale EV Incentives	Make sure your customer has taken advantage of all EV incentives available to them.	INCENTIVES
	Schedule EV Service Appointment	Confirm your customer is aware of when the first service appointment is needed and possibly schedule it for them. Inform your customer of what is included on their first service visit.	MAINTENANCE