



## EV Dealer Network

Overview and New Mexico Launch

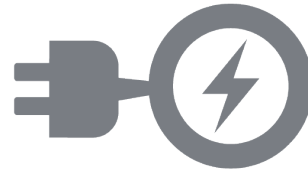
# Achieving the Vision – 2030 Benefits

*Our Vision is to Power 1.5 million electric vehicles across our service area by 2030*



**\$1 BILLION**

In customer fuel savings annually by 2030



**\$1 OR LESS PER GALLON (EQUIVALENT)**

To drive an EV with Xcel Energy's low, off-peak electricity prices



**5 MILLION TONS OF CARBON EMISSIONS**

Eliminated annually by 2030 with our clean energy

# Xcel launched new programs in New Mexico for 2022

## Programs for Xcel Energy New Mexico Residential Customers

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- Advisory Services & Dealer Network
- Home charging programs
- Charger and Wiring Rebate
- Incentive Program for charging off-peak

## Programs for New Mexico Commercial and Community Customers

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- Community Advisory
- Fleet Electrification Advisory Services
- Public or Community Charging Hub Infrastructure

# Xcel Energy helping New Mexico customers switch to electric vehicles and save on transportation costs



Carlsbad Chevron station on South Canal Street. March 15, 2022.

New Mexico customers spend a lot of time behind the wheel and a large share of their income goes to buying fuel because of the long distances they have to drive.



Xcel Energy is now making it easier for customers to power their rides with electricity and trim a significant amount of money from their transportation budgets.

# EV Dealer Network Overview

92% of Americans buy their new car at a dealership - dealers are critical partners in reaching our 2030 EV Vision goals!

In March 2021, Xcel Energy launched a voluntary network of tiered, local EV dealer partners

- Gold Status: limited participation, premium services and marketing support
- Silver Status: broader participation, with services

Objective: offer services that directly address barriers dealers face selling EVs

- Training
- Customer information/tools/programs
- Infrastructure for charging at dealerships
- Promotion via Xcel Energy channels and assets
- **Cooperative marketing**
- **Lead generation**

Goals

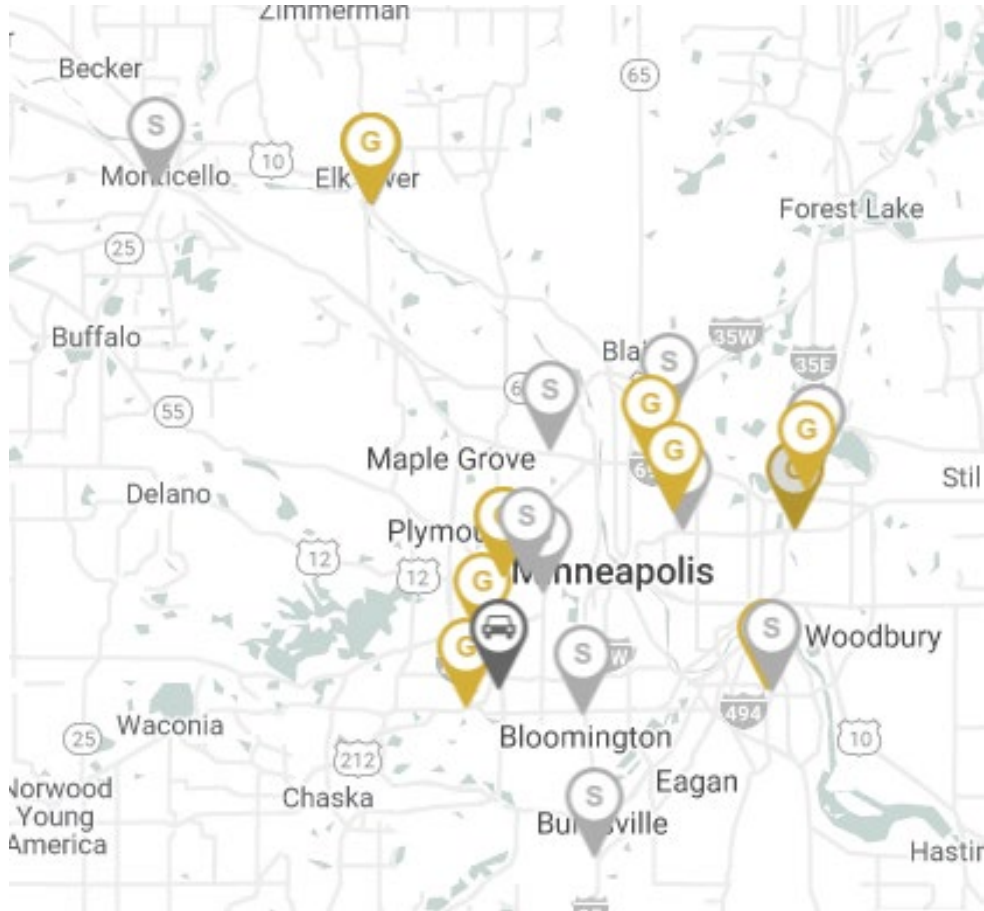
Create best in class EV buying experience

Make customers aware of Xcel Energy EV programs

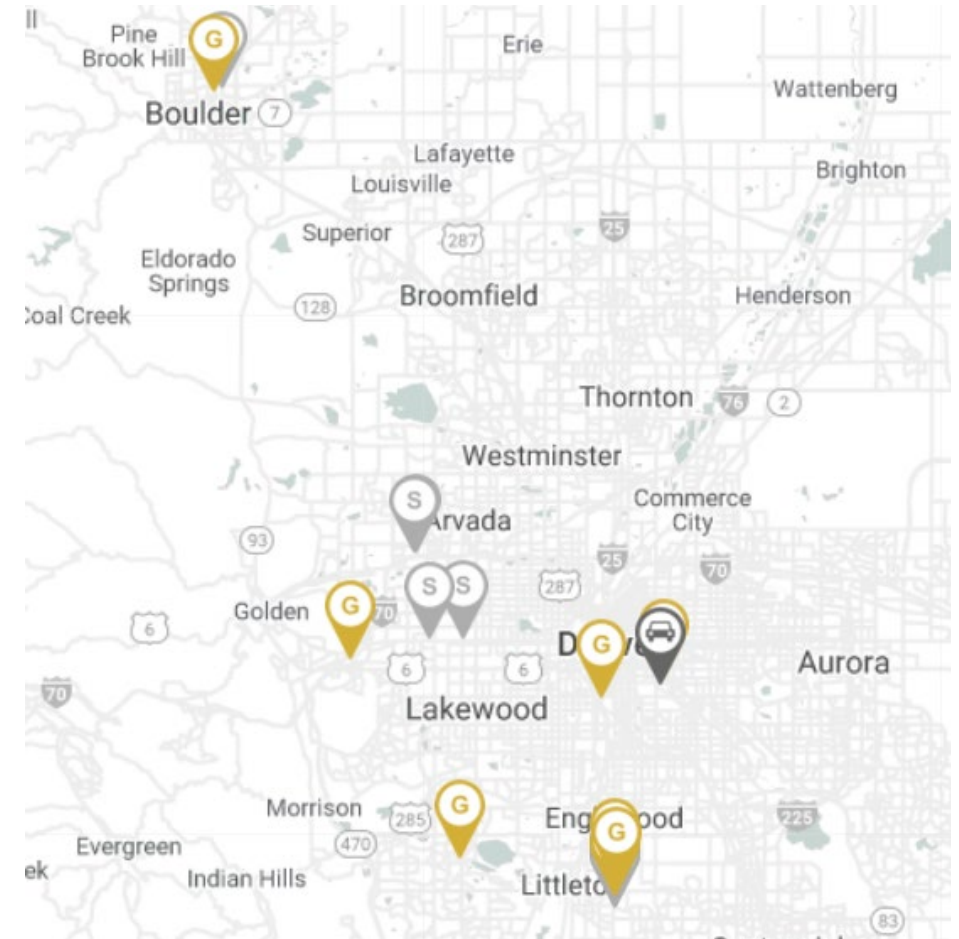
Continuous information sharing to identify improvements

# Our EV Network has Grown to 53 Dealers

**71% of our MN customers are within 25 miles of an EV dealer in our network**



**84% of our CO customers are within 25 miles of an EV dealer in our network**

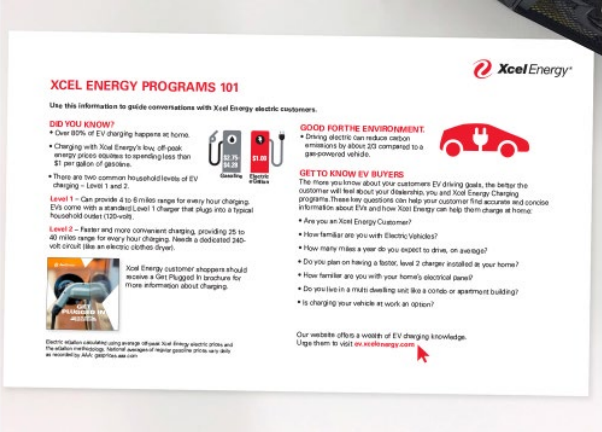


# EV Dealer Network is Gaining Traction

- Dealers in our network reported selling over 1,200 EVs in 2021
  - 711 in CO
  - 505 in MN + WI
- Our network dealers are driving awareness & participation in our programs
  - EV Accelerate At Home charging program
    - 20% of participants reported learning about programs through dealer in our network
  - CO EV Rebate - instantly redeemable for our income qualified customers
    - 44 customers have received a prequalification code
    - 8 customers have redeemed instant EV rebate at one of our dealers



# Helpful Resources for Dealers and Shared Customers





# Co-Marketing Advertising Examples

Click to view

2022 KIA NIRO PHEV  
UP TO 560 TOTAL DRIVING RANGE



Powered by: **Xcel Energy**  
\*EV's can reduce emissions by 2/3\*

**PEAK KIA**  
IT'S A GREAT IDEA

All Electric Range and 105 MPG: Based on EPA estimates on a full battery charge. Actual range and fuel economy will vary with options, driving conditions, driving habits, vehicle maintenance, charging practice, battery age, weather, temperature, and your vehicle's condition. Battery capacity will decrease with time and use. For more information on range, please see www.fueleconomy.gov.

Click to view

2021 ID.4 PRO

LEASE FOR  
**\$416/mo.**  
39 month lease  
\$2,499 due at signing



Powered by:  
**Xcel Energy**  
HASSLE-FREE HOME EV CHARGING.

\*Based on \$41,835 MSRP, 39 month lease, 7,500 miles/year, plus taxes, with approved credit, \$2,499 due at signing (\$999 out of pocket when including \$1,500 Colorado Tax Credit), \$9,582 (includes \$7,500 Federal Tax Credit as Rebate) capital cost reduction, includes dealer handling, lease thru VW Credit, \$41,750 selling price, WAC, plus taxes and registration. Vehicles pictured for illustration purposes only. VIN:WVG7R8PE26AP052546 Expires 8/31/21 \*\*In addition the ID4 qualifies for a \$1,500 tax credit from the state of Colorado and includes 3 years of DC fast charging through Electrify America.

Inventory issues drove lower co-op advertising than desired in 2021, this will be focus in 2022

# 2021 Dealer Network Feedback Positive

“The brand integrity of Xcel Energy provides our customers the confidence to make the decision to buy an electric vehicle.”

David Zirbies: GM Rosedale Chevrolet, MN

“The income qualified EV rebate is a major feature of our advertising and sells cars.”

Luke Walch: Owner Green Eyed Motors, Used EV Dealer CO

“Peter and Nick were instrumental in helping our sales team connect the dots on home charging.”

Ed Olsen: GSM  
Boulder Nissan, CO

“This (infrastructure) program was critical in helping our standalone dealership save substantial capital investment.”

Jonathan Schmelz: Owner Countryside  
VW, MN

# EV Dealer Network Management Team – 2021 Highlights

- In addition to Dealer contracting and training, team led OEM training sessions with Nissan, Mitsubishi, Porsche and Volvo.
- Mitsubishi North America franchise chairman credits our programs with helping propel White Bear Mitsubishi (MN) to the #1 Mitsubishi PHEV dealership in the US.
  - In fact, he joined our team in CO to help convey the value of our network to Denver area Mitsubishi dealers

## 2021 Dealer Network team stats:

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12K EV miles driven for in person visits/training

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37 dealers audited and trained in Q4, with 16 planned for Jan '22

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100 hours in-showroom training

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5 Relationship building events



# Blue Gorilla is our Best-In-Class Dealer Network Vendor

- Blue Gorilla Digital LLC (BG) contracted March 2021 to administer day to day compliance of Co-op Ad creative and payment of incentives, EV Rebate reimbursement, and reporting
- BG Specializes in Automotive advertising, coop agreements, research, auto industry events and sales tactics.
- In addition, BG provides digital marketing solutions to dealerships who request them



# Strong Relationships = Dealers Support for Local Events



Summit County Ride and Drive



Red Rocks 5k



Ride and Drive

# EV Programs for Residential Customers

## EV Accelerate At Home

- Turn-key home charging program sets EV drivers up with a Level 2 charger installed and maintained by Xcel Energy, hassle-free.
- Customers will pay \$12.00 a month on their bill for the charger rental, installation by a vetted electrician, & charger maintenance for as long as they are in the program.
- This program offers two benefits:
  1. a Level 2 charger installed at customer's home
  2. the ability to pay a low monthly fee over time that includes maintenance.

## Optimize Your Charge

- Program rewarding EV drivers for charging during off-peak periods with \$50 on their bill every October.
- Optimize Your Charge encourages charging when renewable energy is abundant, often overnight, to help reduce the amount of EV charging that occurs during our system peak.
- Participants will choose from three charging windows and have some flexibility to adjust their charging as needed outside the selected charging window.

# Rebate for Residential Customers

## EV Charger and Wiring Rebate

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- Costs for purchasing an eligible Level 2 charger.
- Customers who install a dedicated electrical circuit to support Level 2 charging can apply to receive a rebate of up to \$500 to cover the costs of permitting, materials, installation and electrical work needed to install the circuit.
- Customers who meet certain income guidelines can qualify for an enhanced rebate of \$2,500.
- Customers in our EV Accelerate At Home program can have our electricians provide them with a bid for any home wiring work to upgrade to a dedicated circuit needed for a Level 2 charger. Program electricians can apply our rebate savings instantly to offset the wiring costs vs waiting for a rebate check.

# Xcel Energy commercial and community customers will have an EV concierge to guide them on the journey



**Community Advisory** As a first step to electrification, the company is launching a series of three webinars to help communities with their EV transition. The first webinar, which will cover an introduction to electric vehicles is scheduled for April 14. The remaining webinars will focus on development and implementation of EV plans and will be held in Q2 2022.



**Fleet Electrification Advisory** Our fleet customers will get access to a free customized report that uses real-time fleet operation data and business goals to capture EV suitability and costs, taking the guesswork out of electrifying fleets. Our advisors will help guide planning for infrastructure and procurement.



**Public or Community Charging Hub Infrastructure** Our public charging EV solutions can help retailers, businesses and government organizations meet their sustainability goals. Our comprehensive services will help site hosts expand EV charging options for employees, visitors and customers away from home.

We want to enable EV drivers with access to EV charging and will support charging hosts with little or no-cost design and installation of EV infrastructure, typically from the customer's meter to the charging port. We will provide advisory support throughout every step, saving customers time and money.



# Appendix