National Drive Electric Week

Ride & Drive Best Practices and How to Deal with Dealers

Presented By

The All-New Nissan LEAF Simply Amazing
Preparation

Determine contact at each OEM

Reach out at least 6 weeks in advance.

Contact your OEM representative directly
Paperwork Required

Test Drive Waivers
- Each OEM will likely require a liability waiver from each test drive participant

Insurance Liability Certificates
- Depending on where event is being held this may be an additional requirement. Find out the specific insurance requirements for your location ahead of time.
Predetermined Test Drive Route

- No more than 1-2 miles in length

- Consists of right turns only if possible

- Create a map to give to participants and organizers

- Ensure all test drive organizers are familiar with route
Day of Event – Onsite Test Drives

Sign-up Booth
- Centralized location to register participants, check for valid driver’s license, insurance and sign all necessary waivers

List of vehicles available for test drives
Day of Event – Onsite Test Drives

Staging area for vehicles
Make sure this is easily accessible and does not interfere with pedestrian traffic

Dedicated lines for each vehicle
1-2 people checking IDs and waivers
1 person expediting the line
1 person conducting the test drive

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Day of Event – Dealership Test Drives

Reach out to the closest dealership or OEM representative 3 weeks in advance to establish protocol.

Have pre-printed directions to the dealerships with a designated contact if applicable.
Day of Event – Dealership Test Drives

Ensure the test drive participants have completed the waiver in advance of reaching the dealership.
During the Test Drive

Remember – it is likely that this may be someone’s first time driving an electric vehicle. Help them draw the comparison with an ICE vehicle by pointing out:

- Quietness
- Lack of vibration
- Torque/rapid acceleration with no jerking or shifting
- Responsiveness of the throttle
- Regenerative braking
During the test drive

Discuss the benefits of electric vehicles
• Fun to drive
• Easy and cheaper to fuel
• Reduced maintenance costs
• Reduces air pollution and carbon footprint
• Reduces dependency on foreign oil

Share with the participant why you love driving electric!
Review Vehicle Specifications

• Encourage those riding with the participant to review their vehicle specifications

• While it is likely the driver will ask more general questions concerning EVs, it will help in answering model specific inquiries
How to Deal with Dealers

• Start early!
  • Engage the dealer about participation in your ride and drive as soon as possible

• When approaching the dealer about a sponsorship or participation in your Ride & Drive, highlight the potential traffic this will drive to their dealership

• Communicate the event specifics and have a follow-up plan
  *Should event schedule or specifics change be sure to let the dealer know
Ride Alongs

Guest Speaker: Keith Mikas - EVA of San Diego

- Welcome participants to the car, hit on the key points of the car such as rebates available and vehicle specifications.
- "An electric vehicle (EV) is a car, and can be driven like a car"
- Find out their stumbling block to purchasing an EV.
- From there I just have a conversation with them about EVs.
- There’s an EV for everyone!
Ride Alongs

Guest Speaker: Elaine Borseth--EVA of San Diego

- Keep the flow going
- Make sure all seat belts are on
- Tailor the drive to your passengers, not everyone likes the quick takeoff!
- Car seats typically not allowed due to time/hassle
- No pets
- Key chains on belts should be removed beforehand
Please type your questions into the questions box.

If we don’t get to your questions today, or for more information after the webinar, please contact:

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Thank you!