

Electric Car

GUEST DRIVE



ECGD SPONSORSHIP KIT

Electric Vehicle Outreach & Education Program

Turn-Key Ride & Drive Events

We bring the cars, the educators, the event staff and the gear.

You invite your customers.

(we supply the invitations, marketing materials and registration web site too!)

What is the Electric Car Guest Drive?

ECGD is a turn-key Ride & Drive event held in cities all over the United States. The events are managed by experienced electric car drivers and educators.

The event provides guest drives of currently available production electric cars using twelve cars provided by Electric Car Insider magazine. Product demonstrations and education are conducted by EV owners and ECGD event staff who are product experts.



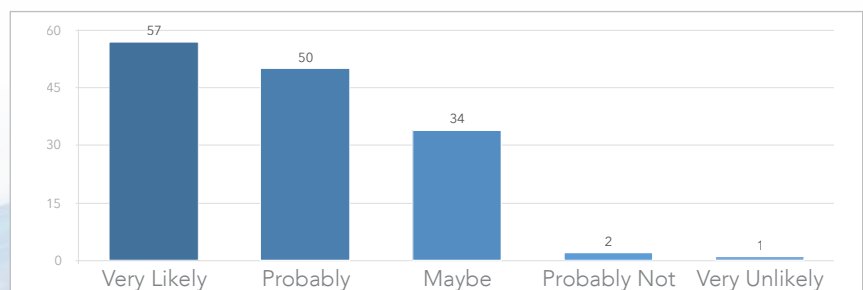
Hands-on Electric Vehicle experience

The event permits about 20 minutes of total drive time per driver. A 5-10 minute post-drive debriefing will be conducted individually with each driver after each drive to gather feedback and identify potential EV buyers and champions. Quarterly email and phone follow up tracks conversions and solves roadblocks to EV adoption.

ECGD Attendee Survey

How likely are you to consider an EV as your next car?

(2019 Eugene, OR ECGD Event)



Organized by Electric Car Insider Magazine
Sponsored by Utilities, Automakers and Charging Suppliers

Objectives

- Introduce drivers to EVs and build awareness in the community.
- Conduct pre-sales education.
- Build relationships with champions and early adopters. These champions and early adopters could be your most valuable customers.
- Achieve press coverage in each of the media markets the events will be held.
- Drive visitor traffic to sponsor websites.
- Create social media buzz about electric cars in your service area.



A Better Way to do Ride & Drives



Presenters are EV Drivers

EV Drivers are more knowledgeable, credible and there is no sales pressure.



Attendees are Pre-Registered “By Invitation”

A small percentage of a general audience is in buying mode. ECGD pre-registration ensures a qualified audience.



ECGD Provides Premium Cars Including Tesla Model 3, S and X

Typical Ride & Drives use available cars provided by local dealers. Most in-demand cars are often not available, and dealers can be “no-shows”.

Also, recruiting, scheduling and obtaining insurance documentation from dealers is difficult and time-consuming.



High Quality Educational Material

Typical Ride & Drives use low quality flyers. High quality materials have more credibility and are more effective.



Full Year of Follow-up

Typical Ride & Drives offer little or no follow-up. Measuring outcomes enables benchmarking and optimization. Follow-up ensures obstacles and impediments are overcome.

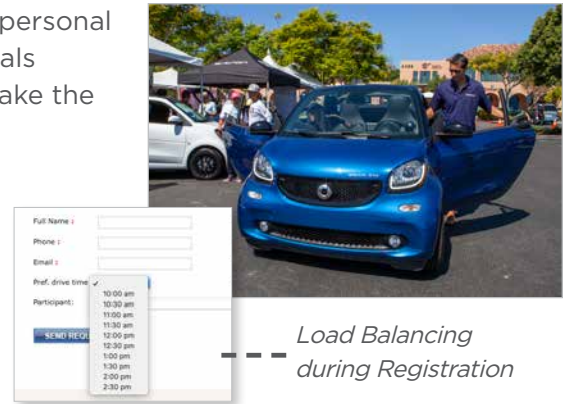


Benefits

Pre-Qualified Attendees

ECGD is a person-to-person gathering. The emphasis is on personal conversation, not speeches. This event will identify individuals interested in purchasing an EV and EVSE, and help them make the transition to driving electric.

ECI has been a pioneer in the pre-registration of Ride & Drive attendees. In addition to pre-registration, we have created an original system of **balancing the attendee load** over the course of the event. This load balancing minimizes standing queues and wait time, eliminating the most common complaints from attendees.



Follow-Up and Relationship Building

Follow-up communications will be conducted by phone and email. Opt-in qualified prospect referrals will be made directly using registration and survey data.
(e.g. "I want an EVSE site assessment and quote.")

Logistics, Staffing and Insurance

- All event logistics will be performed by Electric Car Insider staff.
- There will be a 1:7 staff to attendee ratio.
- Staff and product experts can have one-to-one personal conversations, not perform crowd control.
- All local and state special event regulations and permitting will be met.
- Organizers maintain \$3,000,000 General Aggregate Liability and \$5,000,000 Umbrella Insurance.



Coordination with Other Stakeholders

ECI can develop these events in partnership with local auto dealerships, electric vehicle industry groups, local governmental agencies, and relevant environmental groups when any of these stakeholders are interested in participating.

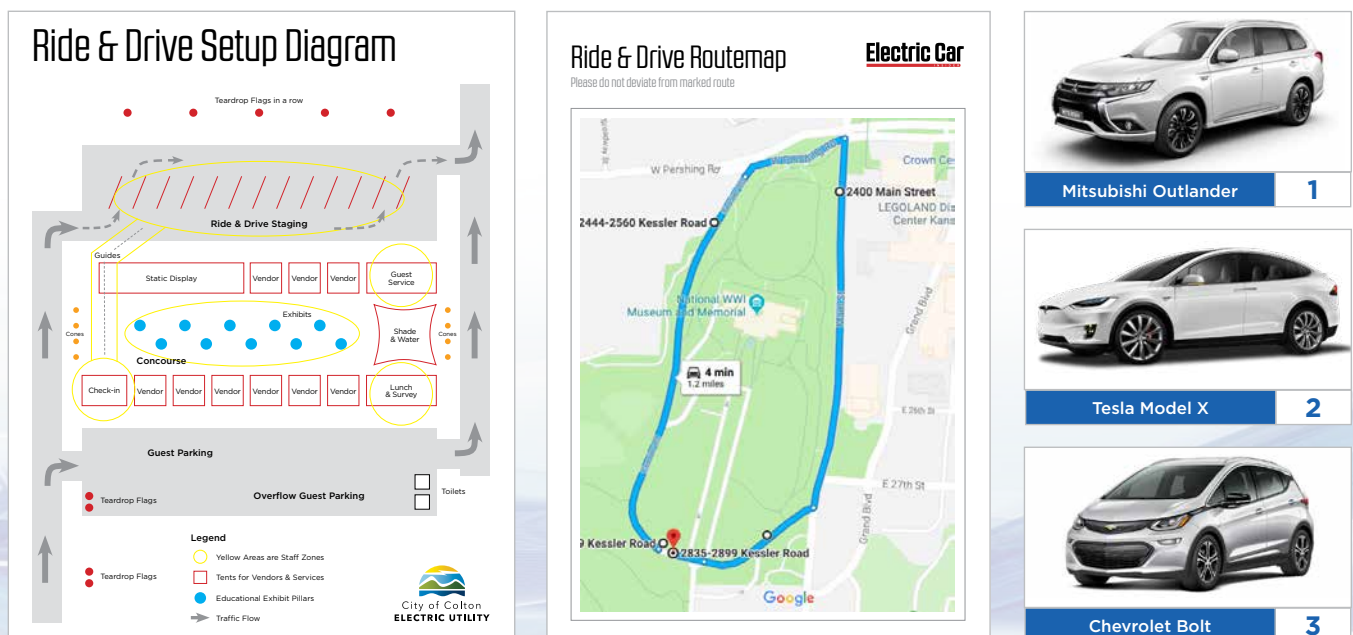
ECGD Marketing

ECI provides sponsors with customized marketing materials to promote the ECGD event to clients and staff. Invitation flyers, postcards, social media and web-sized formats are all prepared based on client needs.



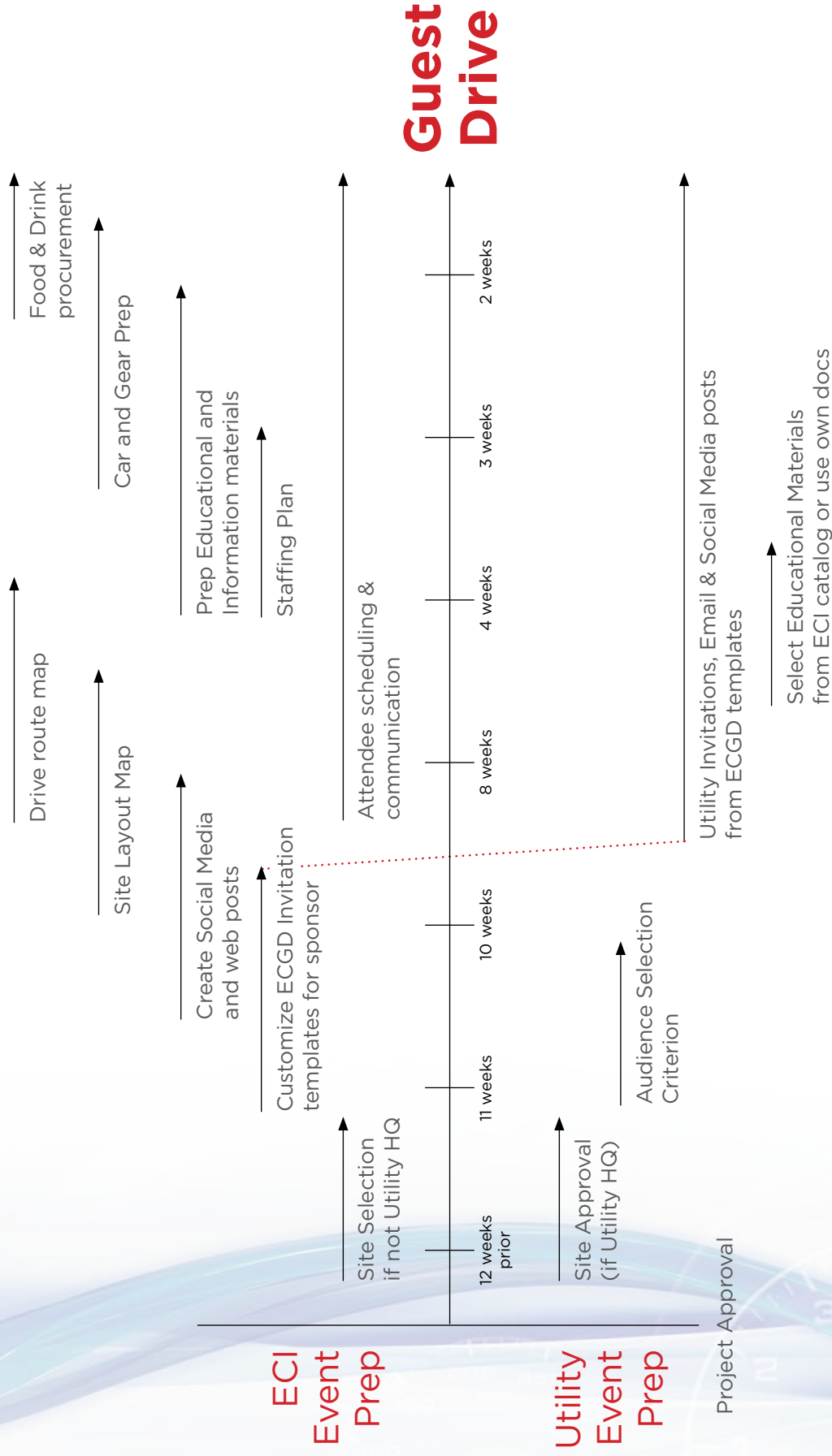
Project Management

ECI's project steps and resource planning are described in detailed using software-prepared project management documents that are shared with program sponsors. For each event, site maps are prepared and shared with all event participants. Each project plan is customized to meet the timeline and requirements of each event.



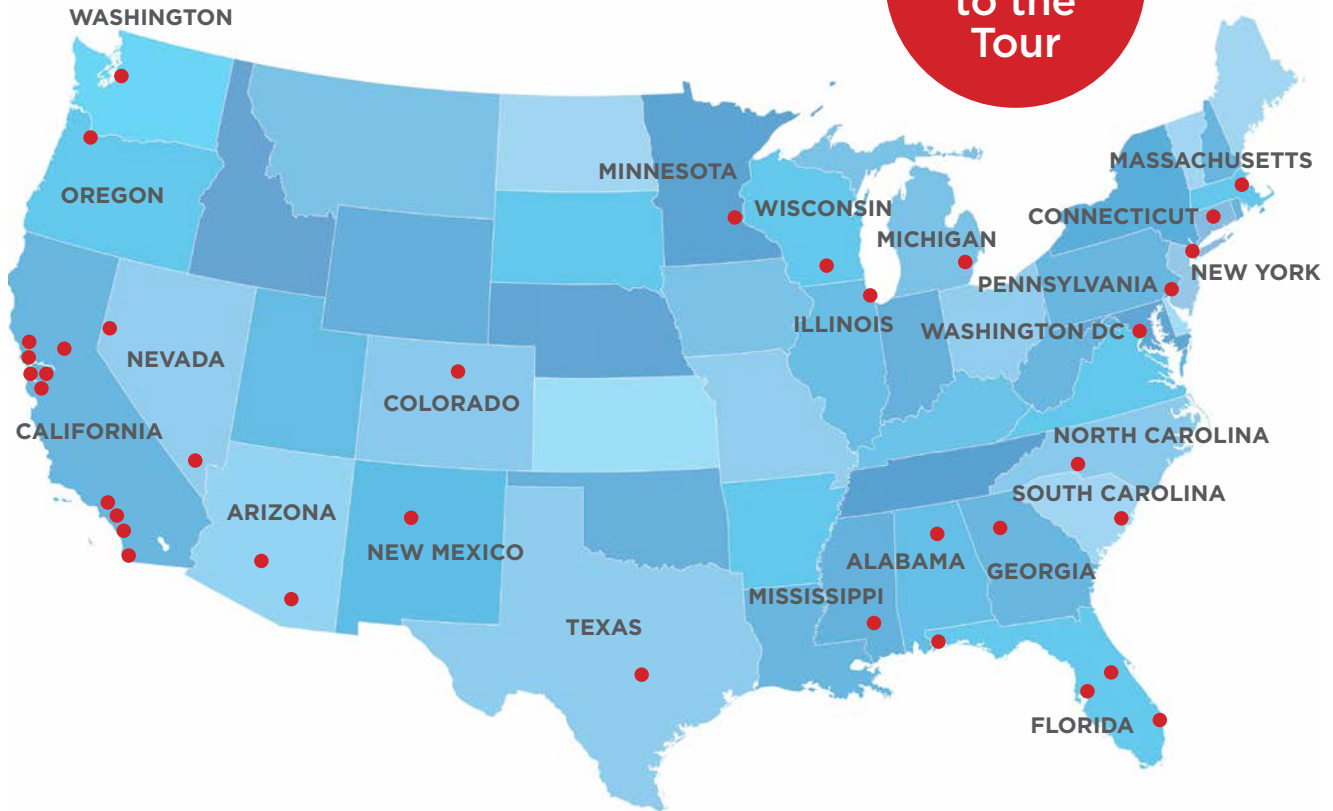
ECGD Timeline

ECGD is a Turn-key Event, ECI performs all critical tasks



2020 ECGD Tour

Add
Your City
to the
Tour



Coverage for Large Service Territories

ECI has a team that travels to locations all over the US to provide Ride-and-drives in large and small towns. One of the difficulties presented by hosting Ride-and-drives in such a diverse geographical and lower population density locations is that there are not as many auto dealers as in major metro areas, and even fewer who are supportive of electric vehicles. ECI has its own EV demonstration fleet, and has the capability to conduct ride-and-drives without relying on dealership participation.



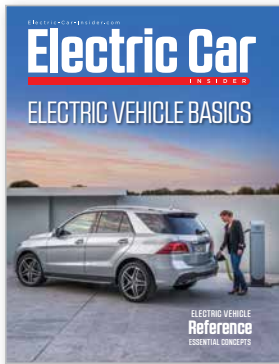
EV Educational Add Ons

Inflatable Displays and Game Cards

These displays are designed to be set up throughout an event space to provide visual appeal and stations on a path throughout the walking loop. The consumer focused primers are designed to explain the most important principles of acquiring and operating a plug-in electric car. When paired with the “EV Quick Reference” game cards, the pillars become waypoints in an interactive game. Participants visit each pillar to learn the answer to a question on the EV Quick Reference cards.



Interactive Game
Cards can be
customized



EV Basics Guide

- Provides a tool that participants can refer back to and remember the principles.
- A hand-out that participants can share with their spouses and other interested parties.

These visually engaging explanations are complimentary to the pillar exhibits. They are fully customizable with your logo and local pricing.

EV Buyers Guide

ECI has created the industry standard EV Buyers Guide, a full-color 64-page catalog of every EV on the market. The EV Buyers Guide contains a full page profile on each EV including range and charging capabilities. It is used by utilities throughout the U.S. as a handout at events and Ride & Drives.



EV Navigator

EV Navigator is a web-based app framework for organizing educational resources and guiding a user through the EV and EVSE acquisition process. It helps users track their own progress on their journey toward EV ownership, and plan their next steps. A visual dashboard with colored tiles helps the user keep track of what tasks are complete, and which are next. EV Navigator reports on that progress to the user and the utility sponsor.

About ECI

Electric Car Insider was founded in 2009 by a group of marketing experts and software developers who are also EV enthusiasts. The company's first product was a comprehensive directory of electric cars. Electric Car Insider's EV Buyers Guide continues to be one of the industry's most valuable resources for drivers looking to purchase or lease an EV. It is used by utilities throughout the U.S. as a handout at events and Ride & Drives and is distributed on the newsstand at Barnes & Noble.



CHRIS ALAN
Founder, CEO

In 2013 the company began producing Ride & Drives that were staffed by EV drivers rather than salespeople. Over these past seven years, ECI conducted 88 events for utilities throughout the U.S., 66 of them in the past two years. One of Electric Car Insider's hallmarks is providing knowledgeable, friendly staff for each event. Our staffers all personally drive EVs, so we can describe the experience from our personal experiences, not a sales product training class.

ECI has developed a methodology for identifying communities and site locations for Ride & Drive events. Using written criterion drawn from the past seven years of experience, we review candidate sites and rank sort those sites based on the ECI site scoring system. Short list candidates are reviewed with the program sponsor for final selection. ECI can include scoring criterion that includes consideration for underserved populations.

ECGD Sponsors

- Los Angeles Dept of Water & Power, CA
- Portland General Electric, OR
- San Diego Gas & Electric, CA
- Southern CA Public Power Authority
- Burbank Water and Power, CA
- Glendale Water & Power, CA
- Pasadena Dept of Water and Power, CA
- Silicon Valley Power, CA
- EWEB & EPUD, Eugene, OR
- New York Power Authority, NY
- Nevada Energy, NV
- Salt River Project, AZ
- Orange & Rockland, NY
- Detroit Energy, MI
- Dominion Energy, VA
- Orlando Utilities Commission, FL
- Kansas City Power & Light, KS
- NETVRIDA Group, TN

ECGD Experience

Attendee Feedback



"It was a lovely experience! The informational blow-up pillars were a strong plus. The drivers were exceptionally friendly and informed. The only thing I can think of changing is increasing the limit on cars to test drive!"

Lorenzo Babboni | Glendale, CA

88

Successful
Guest Drives
since 2013

9,200+

Registered
Drivers

"I thought it was a fantastic experience and liked that it was not a sales event but more informational. It made me feel more comfortable in asking questions."

Catherine Stevens
Spring Valley, NY



Sponsor Feedback

PGE

“ The Electric Car Guest Drive was a polished and professional ride and drive, and one where the participants were very satisfied with the experience. I'd recommend it to any organization looking to provide an opportunity for a community to engage with EV's.

Darren Spencer
Senior Product Marketer
Darren.Spencer@pgn.com

Orange & Rockland

“ ECI helped us create a show-and-tell atmosphere where people could get behind the wheel and sit side-by-side with the owners of the vehicles who drive them every day. We were able to deliver an extraordinary customer experience, that left a lasting impression of what the future holds for them as consumers, and for us as an energy provider.

James Vasquez
Project Specialist
vasquezj@oru.com

For more information, pricing or for custom quotes, please contact Chris Alan at 619.335.7102.

Electric Car Guest Drive

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