



Guidelines for Dealership Outreach

- First step is to locate dealerships in your area that have electric vehicles (EVs) for sale
 - For a list of EVs available in the Midwest, look here <https://www.pluginconnect.com/mnpevmmodels.html>
 - To secure Nissan Leafs, contact Adam Skolimowski (EV Operations Manager for Nissan in the Midwest) at Adam.Skolimowski@nissan-usa.com with the following information:
 - Date, time, and location of event
 - Number of vehicles you want to give test drives
 - Number of sales representatives you want to accompany vehicles
 - Check www.carsoup.com or a similar site for availability of EVs at dealerships
 - If there aren't any EVs for sale, start putting pressure on local dealerships to stock EVs. It will be very challenging to host a ride and drive without dealership support.
- Before making your pitch to the dealership, ensure you are talking to management or someone who can provide your event with vehicles. Most of the time, sales representatives cannot guarantee you this service.
- Explain why you are reaching out—be sure to state that you're trying to secure vehicles for test drives.
- Let them know your objective: raise awareness and get residents of the town excited about electric vehicles. Eventually, this may lead to increased EV sales at local dealerships.
- Ensure the commitment on their end is clear: vehicles for test drives and one sales rep per vehicle
- Attach the auto dealership logistics sheet with the email

Sample e-mail

Hi John,

I'm working with XYZ Organization to host a Ride and Drive event on September 12 from 4-7 pm. We're hoping to get either a Ford Fusion Energi or Ford Focus Electric (or both) available to give test drives at the event. We have over 125 people registered, so it's a great opportunity to generate interest for these vehicles! Would your dealership be interested/available to participate? I have more information attached.