



EV Sales Guide

Use these tips for selling EVs at your dealership, and make sure to claim your \$600 per EV sold!

Top reasons to buy an EV

Share these points with your customers considering an EV.

Compared to a traditional ICE vehicle, an EV is:

1. Lower total cost of ownership
2. Cheaper to maintain
3. Quieter and more fun to drive
4. More affordable to fuel, plus the cost of electricity is less volatile than gasoline
5. Environmentally friendly: An EV in Vermont has just 14% as many lifetime carbon emissions as an ICE vehicle
6. Equally safe
7. Easy to charge at home: Start every day with a full tank

The selection of available EVs has never been greater. Range continues to grow, and charging times continue to drop. Plus, EV resale values are rising. It's a great time to buy an EV!

Checklist for selling an EV

Don't forget these steps when selling an EV.

- Take your customer on a test drive to demonstrate the superior driving experience of an EV.
- Discuss the pros and cons of leasing an EV. For more information, visit driveelectricvt.com/leasing.
- Discuss available state, federal, and utility incentives. At the time of sale, pass through the incentives if possible and provide the customer with an IRS time-of-sale report. For an updated list of incentives and eligible vehicles, visit driveelectricvt.com/incentives.
- Make sure the customer is aware of any OEM offers.
- Inform the customer of what to expect in winter. For more details, visit driveelectricvt.com/winter.
- Send customers home with a full charge and information about public charging options in Vermont. See the public charging map at driveelectricvt.com/charging/map.

Claim your EV sales incentive

Congrats, you've sold an EV! Vermont car dealerships can get \$600 per new or used EV sold. Here's how:

- Make sure your dealership is enrolled in the program. Enroll at efficiencyvermont.com/evdealers.
- Follow the instructions to submit your rebate within 60 days at efficiencyvermont.com/evsalesrebate.

Eligibility highlights

1. Vehicle is a new or used all-electric or plug-in hybrid.
2. Vehicle must be registered in the state of Vermont and sold to a Vermont customer. (City of Burlington residents are not eligible.)
3. If a lease, lease must be 24 months or longer.
4. At least 50% of the incentive is to be given to the salesperson. See full eligibility requirements at efficiencyvermont.com/evsalesrebate. Terms are subject to change based on budget availability.