

Efficiency Vermont Electric Vehicle Dealer Program

The Electric Vehicle Dealer Program is a pilot program launched by Efficiency Vermont that aims to support the adoption of plug-in electric vehicles (EVs) across the state. The program features a network of new and used car dealers who have demonstrated a commitment to promoting EVs, and in return receive benefits such as funding for dealer EV improvements, dealer incentives, and trainings covering EV topics of interest to the Vermont dealer community.



The EV Dealer Program is offered through Efficiency Vermont's [Efficiency Excellence Network](#) (EEN). The EEN is comprised of professionals across various industries and trades who are committed to providing their customers with the highest-quality energy efficiency products and services, in partnership with Efficiency Vermont. Dealers who join the program will become members of the EEN as EV Dealers.

The EV Dealer Program will run from October 2021 through 2023, in conjunction with a statewide EV education campaign. [Learn more about Efficiency Vermont's transportation pilot programs.](#)

Program Benefits

Financial incentives are available on an annual basis from 2021-2023. Incentive caps and limits will reset at the beginning of each calendar year. Incentive levels and limits may change with 30 days' notice.

EV Readiness Incentive

*Invest in the equipment, tools, and training your dealership needs to be able to sell and service EVs, and receive **50% of eligible costs back, up to \$20,000 per year.***

- Incentive eligibility:
 - Charging stations and installation costs (including electrical infrastructure upgrades)
 - Service tools and equipment specific to EVs
 - EV trainings or certification programs for technicians or service department staff
 - Automaker EV certification expenses not covered by OEM
 - Other – confirm eligibility with Efficiency Vermont
- Must be completed between 10/1/21 – 12/31/23
- View incentive form for additional details:
<https://www.efficiencyvermont.com/Media/Default/docs/trade-partners/technical-resources/EV-Readiness-form.pdf>

Dealership and Salesperson EV Sales Incentives (opt-in)

Receive \$600 for each new or used EV sold/leased to a Vermont customer, up to 40 sales per year.

- Incentive is for new or used plug-in EV sold/leased between 10/1/21 – 12/31/23
- Dealer must **opt-in** to incentive offer at time of program enrollment
- By opting-in, dealer commits to sharing at least 50% of the sales incentive with the salesperson
- Incentive does not need to be passed through to customer
- View incentive form for additional details:
<https://www.efficiencyvermont.com/Media/Default/docs/trade-partners/technical-resources/EV-dealer-sales-submission-form.xlsx>

Enrollment
bonus:
Receive an
additional
\$200 per
EV through
6/30/22

Training & Education

- EV Sales Training (mandatory upon enrollment) – information on Vermont EV market trends, customer benefits, and customer incentive programs
- Other training topics to be determined based on feedback from program participants
- Trainings may be offered on-site at the dealership or online (live webinar, or pre-recorded for on-demand viewing)

Marketing & Promotional Support

- Promotion of EEN EV Dealers through a statewide EV consumer awareness and education campaign developed and launched in partnership by Efficiency Vermont, Drive Electric Vermont, electric utilities, and others
- Up to \$1,500 annually in co-op funding to support EV advertising
- Listing on Efficiency Vermont's [Find a Pro or Retailer](#) tool
- In-store materials promoting the benefits of EVs and Vermont incentives
- Use of the EEN and Efficiency Vermont logo/brand

Program Requirements

- Dealer holds a current New Car Dealer or Used Car Dealer license with the VT DMV.
- Dealer actively sells EVs and maintains EV inventory, as demonstrated through **historical sales reporting**. If new to selling EVs, dealer must have EV inventory readily available in the future, and describe the actions they are taking or plan to take to maintain EV inventory. New Car Dealers must offer at least one EV model in their lineup.
- For the duration of the program, dealer must have at least two staff who have completed the EV Sales Training. This training is offered periodically support dealers in maintaining this requirement.
- Dealer reports historical monthly EV sales data by model from January 2017—present upon program enrollment, and then on an annual basis during the program. If sales data is not available from January 2017, then as far back as records exist. Efficiency Vermont will provide a reporting template.

Program Enrollment

1. View the [Efficiency Vermont Electric Vehicle Dealer Program Overview](#) (1 hour training). After you have viewed the program overview, contact een@efficiencyvermont.com to request the participation agreement.
2. Review and sign the **EV Dealer Participation Agreement**, and submit with the following:
 - a. Copy of **Dealer Registration Application form**
 - b. **Historical sales data** dating back to January 2017 or as far back as records exist
 - c. **W9** – required to receive financial incentives
 - d. **Certificate of Insurance** – required for all Efficiency Vermont EEN members
 - a. **Efficiency Vermont Confidentiality and Information Management Systems (CIMS) agreement**
3. Attend an **Efficiency Vermont EV Sales Training**. Training may be offered at your dealership or online. At least two sales staff must attend.

Dealer will be eligible to receive program benefits starting on the date that the agreement is signed by all parties.

Questions? Contact Tori Scarzello, EV Dealer Program Manager, at tscarzello@efficiencyvermont.com.

