

ELECTRIFY YOUR SALES

Everything you need to know to sell electric cars



WHAT'S AN ELECTRIC CAR?

Electric cars drive much like traditional cars. The pedals, steering wheel and controls are the same, but instead of a traditional, gas burning engine, electric cars are fueled by electricity and charged through a plug, just like your phone.

They send power from the battery to an electric motor which turns the wheels. There are two main types of electric vehicles: Battery Electric Vehicles (BEVs) and Plug-In Hybrid Electric Vehicles (PHEVs).

Battery Electric Vehicle (BEV)

No gasoline engine, completely utilizes an electric motor and exclusively fueled through an electric plug.

Most EVs allow for 150-300 all-electric miles.

Plug-In Hybrid Electric Vehicle (PHEV)

Utilizes both an electric motor and gasoline engine. Fueled by both plugging in or filling up with gas.

Most PHEVs allow for 20-40 all-electric miles, meaning for many people they never need to burn gas.

How is it different from a hybrid?

Traditional hybrids, like the Toyota Prius, use a combination of battery power and a gasoline engine to improve gas mileage, but they always burn gas and cannot be plugged in.

BEVs and PHEVs can run completely on electricity.



EV Selling Points



No more gas stations

You'll never have to stop for gas again. Charge your car at home just like your phone, or at work if your employer offers charging.



Top-of-the-line technology

The dashboard display shows battery range, driving efficiency and navigation—all the must-have technology for today's driver.



Higher performance

When you accelerate in an electric car, the power goes directly from the battery to the tires, creating some of the quickest acceleration and greatest torque possible.



A cheaper drive

In Oregon, it's like paying \$1 per gallon. Charging costs vary based on utility rates, but a general rule of thumb is that it costs roughly \$10 to drive about 240 miles. Plus there are practically zero maintenance costs.



Turn down the radio

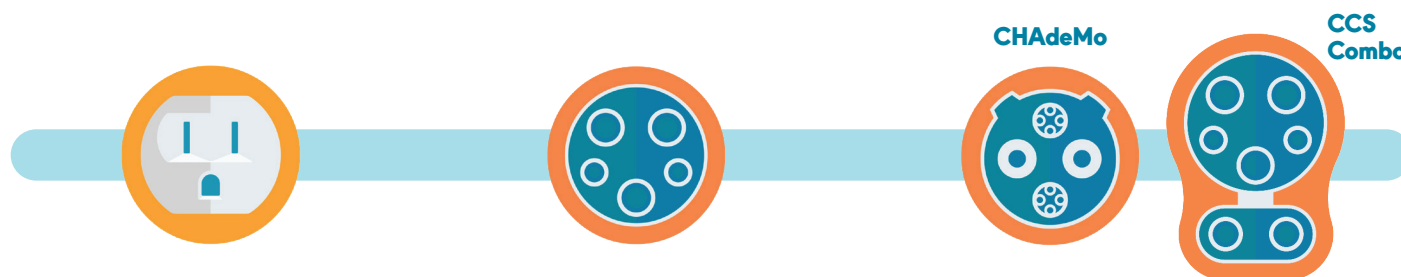
We've all gotten used to the engine noise as part of the driving experience—but electric cars are nearly silent at all speeds.



Benefits the economy & the environment

Electric cars are oil-free, produce 85% less carbon emissions, no smog, and can be powered by renewable energy sources.

Charge Your Ride



Level 1

- Great for overnight charging
 - Plug into a typical grounded outlet
 - All you need is the charging cable that comes with your car
- There are more than 1,600 public chargers at over 600 locations in Oregon. Find stations nearby with easy to use apps, like Plugshare and Chargeway

Level 2

- Recharge in just a few hours
- Ideal for all-electric car charging at home, at work, or on the road
- Fuels via public or home stations and a 240v outlet

DC Fast Charging (Level 3)

- Charge up in less than an hour
- The CHAdeMO standard is used by most Japanese and Korean plug-in cars
- The CCS Combo standard is used by most American and European plug-in cars
- Tesla has a fast-charging network specific to its cars with a different plug shape

Rebates and Incentives

The [Oregon Clean Vehicle Rebate Program](#) offers a cash rebate for Oregon drivers who purchase or lease electric vehicles with an original base MSRP under \$50,000. The Program contains two rebate options: [the Standard Rebate](#) and [the Charge Ahead Rebate](#).

The [Standard Rebate](#) offers up to **\$2,500** to Oregon drivers who buy or lease a [new battery electric vehicle](#) or [plug-in hybrid electric vehicle](#) or [zero-emission electric motorcycle](#) in Oregon with a base MSRP under \$50,000.

The [Charge Ahead Rebate](#) offers **\$2,500** to Oregon drivers who earn up to 120% of the median household income in their area and buy or lease a [new or used battery electric vehicle](#) or [plug-in hybrid electric vehicle](#) with an original, base MSRP under \$50,000.

Qualifying customers can [combine the Standard and Charge Ahead Rebates](#) to get up to **\$5,000**. Visit www.evrebate.oregon.gov to learn more.

The [Federal Tax Credit](#) is a deduction ranging from **\$2,500 - \$7,500** depending upon tax liability and vehicle manufacturer.

[EPUD](#) is offering its customers a \$100 EV registration bonus and up to \$750 off qualifying home charger and installation. Contact energyservices@epud.org for more info.

[EWEB](#) is offering its customers a \$100 EV registration bonus and up to \$500 off qualifying home charger and installation. EWEB also offers \$1,000 for commercial chargers. Contact ems.answers@eweb.org or visit www.eweb.org/ev for more info.

Why Sell Electric?

OEMS ARE COMMITTED TO ELECTRIC

Automakers are going all electric and have invested \$100 billion in electric vehicle manufacturing and technology.

EV SALES ARE INCREASING RAPIDLY

Demand is rising with increased awareness, range and affordability and electric utility companies are launching programs to increase adoption.

BATTERY TECHNOLOGY CONTINUES TO IMPROVE

Batteries are making rapid advancements, last for the lifetime of the vehicle and are covered under manufacturer warranties.

ENVIRONMENTAL REGULATIONS

States and the federal government continue to create policies promoting EVs.

Have a question? Contact Forth's Connor Herman at connorh@forthmobility.org