

# IPSOS EV Dealership Readiness Study

## OUR EV STUDY

Ipsos is sending mystery shoppers to 200 dealerships across the country to assess how well prepared the industry's dealerships are for the influx of new EVs coming into the US market. The focus of the **EV Dealership Readiness Study** is to identify **best practices and concerns** from the current EV shopping experience. This **benchmark** of EV selling practices will serve as a guide for OEMs and dealerships in adapting their support of EV interested consumer.

Ipsos is assessing both the **in-person** and **online** shopping experience, given the increasing preference among many car buyers to shop exclusively online.



**In person**

**Online**



Our mystery shops will start by looking at the online appointment process (or buying process for companies who only offer their product online at this time), then evaluate the in-person shopping experience including aspects such as the availability of EVs at the dealer and offer of a test drive, the presence of EV lifestyle stations/kiosks, and the salesperson's knowledge of EVs, charging options, incentives/rebates, pricing, just to name a few.



In addition to mystery shopping, we are completing **an informal review of shopped brand's website** to understand how they promote and position their EVs.



**Shopper experiences are documented via a scorecard** which measures attributes related to knowledge of EVs, availability and readiness of the vehicle, quality of the test drive, recommendation, needs assessment, and more.



## WHO IS THIS STUDY FOR?

OEMs, dealerships group, dealer training firms, and charging system providers seeking to more effectively market and sell EVs.

## 23 SHOPPED BRANDS



LINCOLN



polestar<sup>+</sup>



RIVIAN



TESLA



TOYOTA



VOLVO

## TIMING & DELIVERABLES

### Timeline:

- **Fieldwork:** May 2021
- **Reporting:** June 2021

### What's Included:

- Full report of insights and best practices
- Executive presentation

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