



Electric Vehicle (EV) Sales Experience and Best Practice Study

The Ipsos RDA Automotive and Mystery Shop Team are excited to present the *Inaugural Electric Vehicle (EV) Sales Experience and Best Practice Study*. This project evaluated the EV sales process at more than ten electric vehicle brands across the ten largest EV markets in the US. Ipsos RDA shopped the EV sales process—up to, but not including, the actual finance process. Mystery shoppers documented the shopping experience of 141 EV selling dealerships by completing a scorecard that includes up to 50 sales process attributes.

This study provides insights on key EV questions:

The pre-shopping experience—on dealer websites

- Can shoppers find EV models, specs and pricing information?
- Is EV availability/dealer stock viewable?
- Is EV specific information available and are answers to FAQ posted?



The in-dealer shopping experience

- Where and how is the EV model displayed and what marketing information is available at the dealer?
- Does the dealer employ designated EV sales experts? How does this impact the EV sales process?
- Is the Salesperson able to address EV shopper questions on the unique elements of EV ownership, tax incentives, charging stations at home and abroad, service and maintenance, etc.?
- What is the salesperson’s attitude toward EVs? How well did they understand the shopper’s specific EV interest and needs? Did the salesperson explain and demonstrate the vehicle, offer test drives?
- Did the salesperson support finding the desired EV for the consumer? Did the salesperson promote other vehicle choices over the EV that was being shopped? How were purchase vs lease discussions handled?

Along with the above evaluations, the study includes rich shopper comments on the EV sales experience such as...

- *“The salesperson knew very little about the car’s tech specs, charging, battery life, and other questions...”*
- *“The salesperson said that they might have one EV, but it was in a warehouse maybe 10 minutes away. He told me to wait there. When he did not return, I went into the dealership and found him talking to a co-worker... He told me he was trying to get the key for me to drive the gasoline-powered model. I explained that I was looking for an EV to which he said they don’t have any but if you want you can come back.”*

Subscription to this report includes:

- Executive Summary
- Dealer Specific Assessments
- Detailed Findings
- Highlight Video
- Brand Specific Analysis
- Selection of Full Mystery Shop Videos

If you would like to discuss this report or receive pricing information, please contact:

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About Ipsos RDA

Ipsos RDA is a full-service market research and consulting firm. Founded in 1969, Ipsos RDA is a top five U.S. automotive research firm conducting research in over 50 countries. Ipsos RDA is built around four areas of research—Customer Satisfaction and Loyalty Research, New Product Development, Brand Research, and Product Quality Research. RDA Group joined Ipsos in July 2015 becoming Ipsos RDA.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

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