GREENCARS

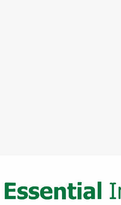
Check out GreenCars, the Podcast!

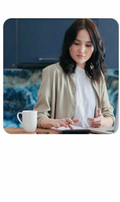
That's right, every other week, you can find out the latest news, trends, innovations, and people in the world of EVs on the GreenCars podcast. Each ½ hour episode will also discuss practical advice on owning hybrids, plug-in hybrids, and all electric vehicles.

Find GreenCars, the Podcast wherever you get your podcasts, or watch them on YouTube Here.



What's New at GreenCars





GreenCars Sparks Innovation From Educational Collaborations to Electrify Expo Showcases

GreenCars works with stores to help spread sustainability education. Last month, team members held two courses, with Humber College in Toronto, Canada, and Central Oregon Community College in Bend, Oregon. We discussed the electrified future of transportation, and provided first-hand experiences with electric vehicles.

Remember: partnering with an educational institution earns you Level 3 GreenCars partnership status; reach out to Taylor Faust with ideas.

GreenCars also made a statement in Orlando, Florida at Electrify Expo. More than 24,000 people passed through the gates of North America's largest electric vehicle festival over two days. GreenCars partnered with two local stores, who helped staff the booth, and provided a one-year lease giveaway of an EV. It was a tremendous effort from multiple teams – and created a big impact.

Join us at the next Electrify Expo is in Phoenix, AZ on May 4th–5th.

Special thanks to:

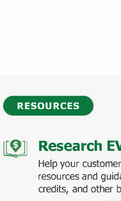
Lithia Chrysler Dodge Jeep Ram of Bend Brodie Criswell, Matt Paden, and Steve Burnett

Chrysler Dodge Jeep Ram of Seminole County Steve Fox, Chad Clingerman, Jacqueline Rivera

Hyundai of Wesley Chapel Jose Fernandez, Mekhi Hollinger

Porsche Centre Vaughan Jimmy Vervitas, David Chichelnik, Mike Marzetti

Essential Insights & Reminders

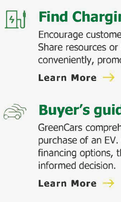


Used EVs qualify for $4,000 tax incentive

Customers meeting certain qualifications are now eligible for a $4,000 federal incentive for used EVs priced under $25,000. Designed to make EV ownership more accessible, the incentive brings the cost of owning a used electric car down to just over $20,000.

The new incentive, plus dealers' ability to apply federal incentives as discounts at the point of sale, simplifies the transition to electric driving.

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Which brands connect to the Tesla Charging Port?

Will your store participate? Almost every car brand selling vehicles has announced they will adopt Tesla's North American Charging Standard (NACS) by 2025 – granting access to Tesla's high-speed Superchargers.

There will be a transition period in 2024-2025 as manufacturers integrate Tesla's NACS charging port into their vehicles, replacing the larger Combined Charging System (CCS) port; Ford is the first brand to be shipping plug adapters to customers. Providing access to Superchargers should make electric driving more convenient and simpler for everyone, as Superchargers comprise over a third of the U.S. high-speed charging infrastructure.

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Find your local charging station

Understanding local charging infrastructure is crucial for our dealership's success in the evolving automotive landscape. By knowing available charging options, we serve customers better and lead in the electric vehicle (EV) market.

Knowledge of local charging stations helps address EV buyers' concerns, easing range anxiety and guiding confident decisions, enhancing satisfaction, and building trust.

Awareness of local charging landscape allows us to tailor inventory and marketing to regional demand, driving sales growth and promoting EV adoption. In essence, staying informed about local charging options is key to providing exceptional service and advancing automotive innovation.

Find your local charging station here. →

RESOURCES View All →

Research EV Incentives

Help your customers navigate the world of EV incentives by providing resources and guidance. Share information on available incentives, tax credits, and other benefits to encourage widespread EV adoption.

Learn More →

Help Customers Install an EV Charger at Home

Assist customers in the process of installing EV chargers at home. Providing guidance on home charging solutions contributes to a positive EV ownership experience.

Learn More →

Find Charging Stations

Encourage customers to explore available charging stations in their area. Share resources or tools that help them locate charging stations conveniently, promoting the accessibility of EV charging infrastructure.

Learn More →

Buyer's guide

GreenCars comprehensive buyer's guide is for individuals considering the purchase of an EV. Covering key considerations, models, features, and financing options, this guide is your ultimate resource for making an informed decision.

Learn More →

Car buying, evolved

Driveway makes it easy to shop and finance online. Plus, they offer delivery right to the customer's driveway.

Learn More →