GREENCARS

EV Basics: Your Essential Video Guide

The electric car market is evolving, with non-Tesla brands gaining traction like never before. Selling an EV presents unique challenges – from understanding range and charging to addressing lifestyle compatibility. That's where we come in.

Introducing the GreenCars 101 Video Series! This series features concise, informative clips designed to equip you with the knowledge to confidently answer your customers' most pressing questions. By mastering these insights, you'll be able to match your customers with the perfect vehicle, whether it's electric or traditional.

Watch Videos



2024 Suburban Volvo & Industry Day, Long Beach







On June 6th GreenCars joined Suburban Volvo Cars for the launch of two exciting new Volvo models - the compact EX30 crossover and the EX90 full-size, three-row SUV. Both feature all-electric power and the latest in safety and infotainment technology.

Electrify Expo, North America's premier electric vehicle exhibition and test-drive event, stopped in Long Beach May 31-June 2. Over 30,000 paying visitors were exposed to GreenCars educational resources, and had a chance to win a plug-in hybrid Jeep for a year. An Industry Day also brought together the top thinkers and companies for a vibrant, thought-provoking conference attended by several LAD team members.

Reach out to **taylorfaust@lithia.com** to understand your options.

Start The Conversation →

By the Numbers

- Over 900,000 unique visitors on GreenCars.com
- Over 1,500 GreenCars influenced sales
- 30+ new EV chargers came online, including 2 high-speed
- 11 solar arrays online (USA)
- 4 solar projects in progress
- 6 LED lighting retrofit projects in progress
- 3 Energy Star certified stores

LED Lighting Saves $30k Annually



BEFORE



AFTER

A recent LED lighting retrofit at L725, Toyota of Torrance, upgraded customer-facing indoor fixtures throughout the dealership. New lighting was installed in the showroom, entrance canopy, display canopy, parts center, service reception, customer lounges, offices, and restrooms. Projected savings are up to $30,000 annually between maintenance and energy cost savings.

Interested in pursuing an LED upgrade, or other energy-saving measures? Reach out to **carsonbristol@lithia.com** to learn about your options.

Sustainable Store Resource Center →

RESOURCES

View All →

Research EV Incentives

Our GreenCars incentive calculator helps customers discover which rebates, tax credits and other benefits they qualify for.

Learn More →

EV Charging at Home

If you're ready to investigate charging at home, GreenCars has partnered with Qmerit, North America's most experienced electric vehicle charging installer, to provide installation of Level 2 home charging.

Learn More →

Find Charging Stations

Show customers where to find nearby public charging solutions. Search by charging speed or availability to make recharging faster and more convenient.

Learn More →

GreenCars Buyer's Guide

Use the GreenCars Buyer's Guide to explore EV, hybrid, plug-in hybrid and fuel-efficient options with both customers and associates.

Learn More →

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everything in one place

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