OUC
Electrified Dealership Program Training

OUC
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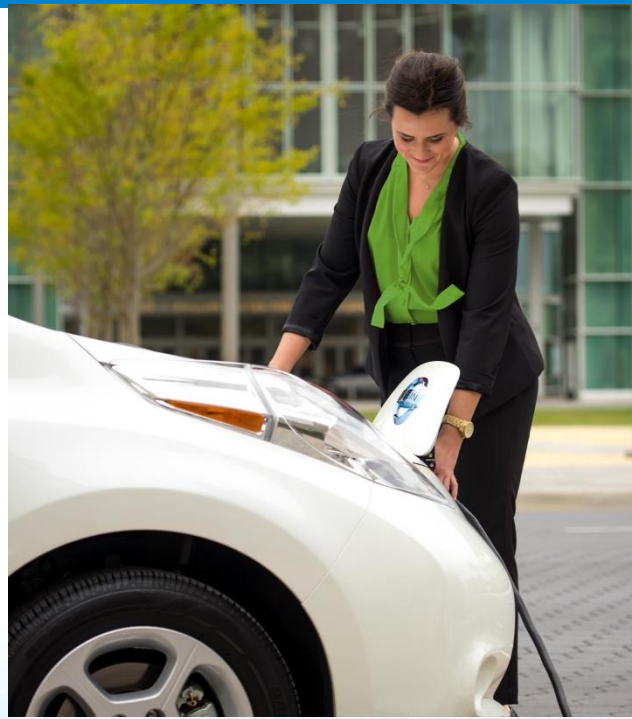
Training Agenda

- Pre-Training Survey
- OUC Background
- Electrified Dealership Program Overview
- EV Adoption
- EV Vehicle Charging
- EV Selling Tips & Recommendations
- EV FAQ’s
- Orlando Charging Locations
- Post-Training Survey

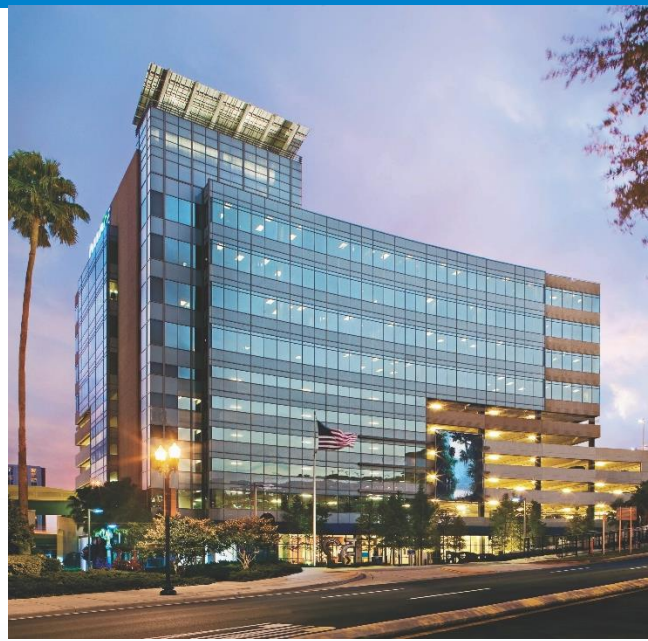


Pre-Training Survey

- QR Code:

OUC Background

- The Orlando Utilities Commission *(OUC: 'The Reliable One')* is a municipally-owned public utility providing water and electric service.
- OUC provides these services to the citizens of Orlando, Florida and portions of adjacent unincorporated areas of Orange County, as well as St. Cloud, Florida, in Osceola County.
- OUC is focused on reliability, affordability, and sustainability.



OUC Commitment to Electrification

- OUC is committed to achieving net-zero carbon emissions by 2050 and recognizes that EVs play a critical role in meeting that goal.
- OUC anticipates having nearly 300 EV chargers in its service territory by the first quarter of 2021, including a new 22-port EV charging hub slated for installation on Robinson Street near I-4 in downtown Orlando.

Electrified Dealership Program Overview

- In partnership with the City of Orlando and Electrification Coalition, the Electrified Dealers Program is focused on expanding consumer adoption of electric vehicles (EV) in Central Florida.
- The program seeks to improve the purchasing experience and reduce barriers to EV ownership.

Program Specifics

BENEFITS

- Direct-to-dealer sales incentives-Recognition on OUC's website
- Promotional media kit-Lead generation from OUC Ride and Drive programming
- Marketing collateral for on-site use
- Co-marketing opportunities
- Opportunity for future marketing and program development with OUC and the City of Orlando

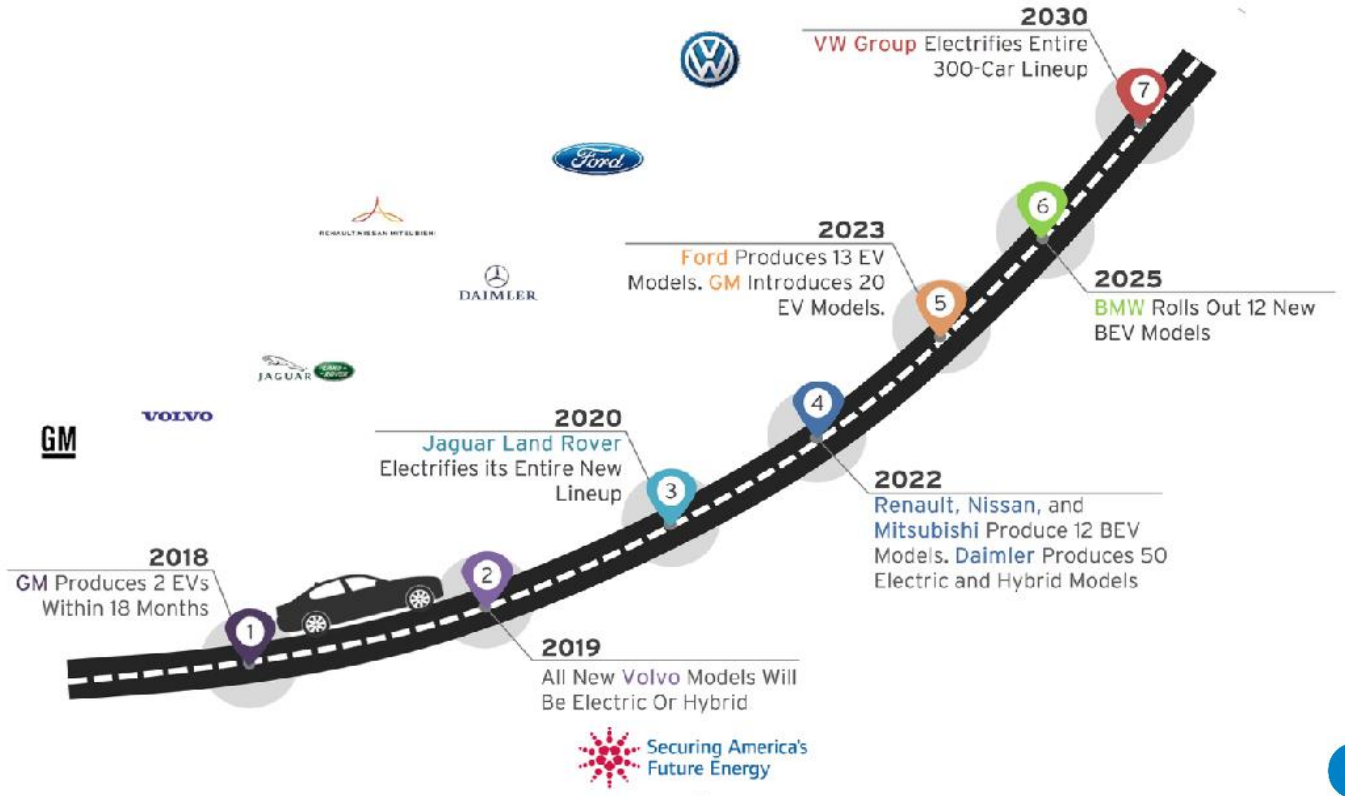
REQUIREMENTS

- 1. EV/PHEVs and ICE in inventory on lot
- 2. Actively sell and advertise EV/PHEVs
- 3. Share monthly EV/PHEV sales data with OUC
- 4. Two sales staff members must train with OUC twice a year
- 5. Functioning EV charging station on site at the dealership and available to customers
- 6. Participate with OUC in cross-promotion marketing

Incentive Structure

- Available on an Increasing Scale
- One EV = $25 per vehicle
- Two EVs = $50 per vehicle
- Three or more EVs = $75 per vehicle
- New or Pre-Owned
- Must be sold to a customer with a registration address withing OUC Electricity Service Territory (Largely Orange and Osceola Counties)

EV Adoption Curve



Electric Vehicle Charging

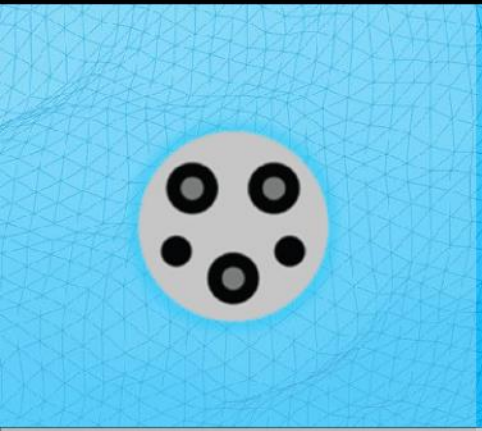
- **Level 1 chargers** use standard 120V outlets. 120V circuits are also used by most home electronics. 1 hour = 5 miles. Used at home.
- **Level 2 chargers** use 240V circuits. 240V circuits are also used by dryers and stovetops. 1 hour = 25 miles. Used at home, in public or at work.
- **Direct Current (DC) Fast Chargers** use 480V circuits at public charging stations. 10 minutes = 40 miles.

Level 1

Level 2

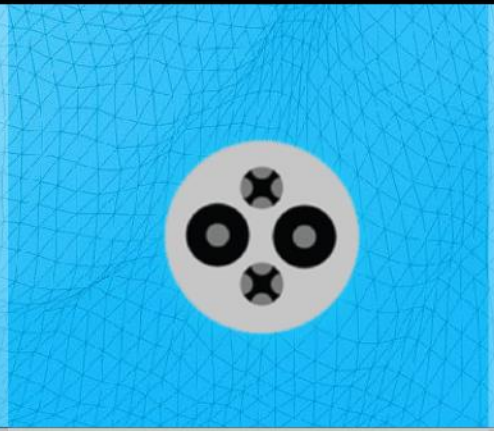
Direct Current

CHARGING PORTS



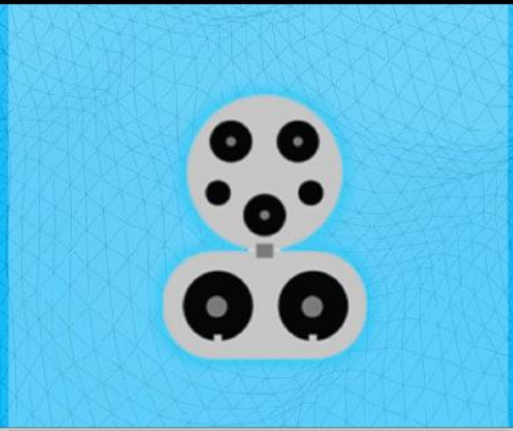
J1772

Nissan LEAF
Chevrolet Volt
Toyota Prius Prime
Smart Electric
Ford Fusion Energi



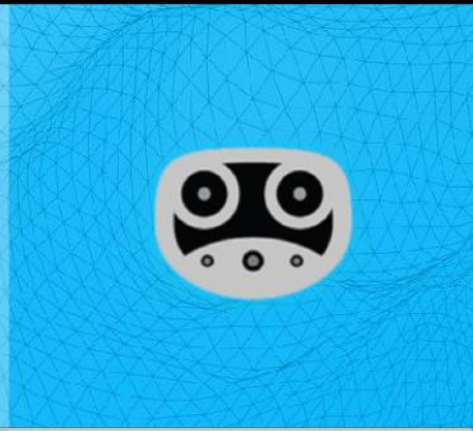
CHAdeMO Port

Nissan LEAF



J1772 Combo

Chevrolet Bolt
BMW i3



Tesla Combo

Tesla Model S
Tesla Model X
Tesla Model 3

Selling the Technology – Drive Electric

Save Money. Reduced fueling costs and maintenance. Affordable options and incentives.

Better Ride. High performance and fast acceleration.

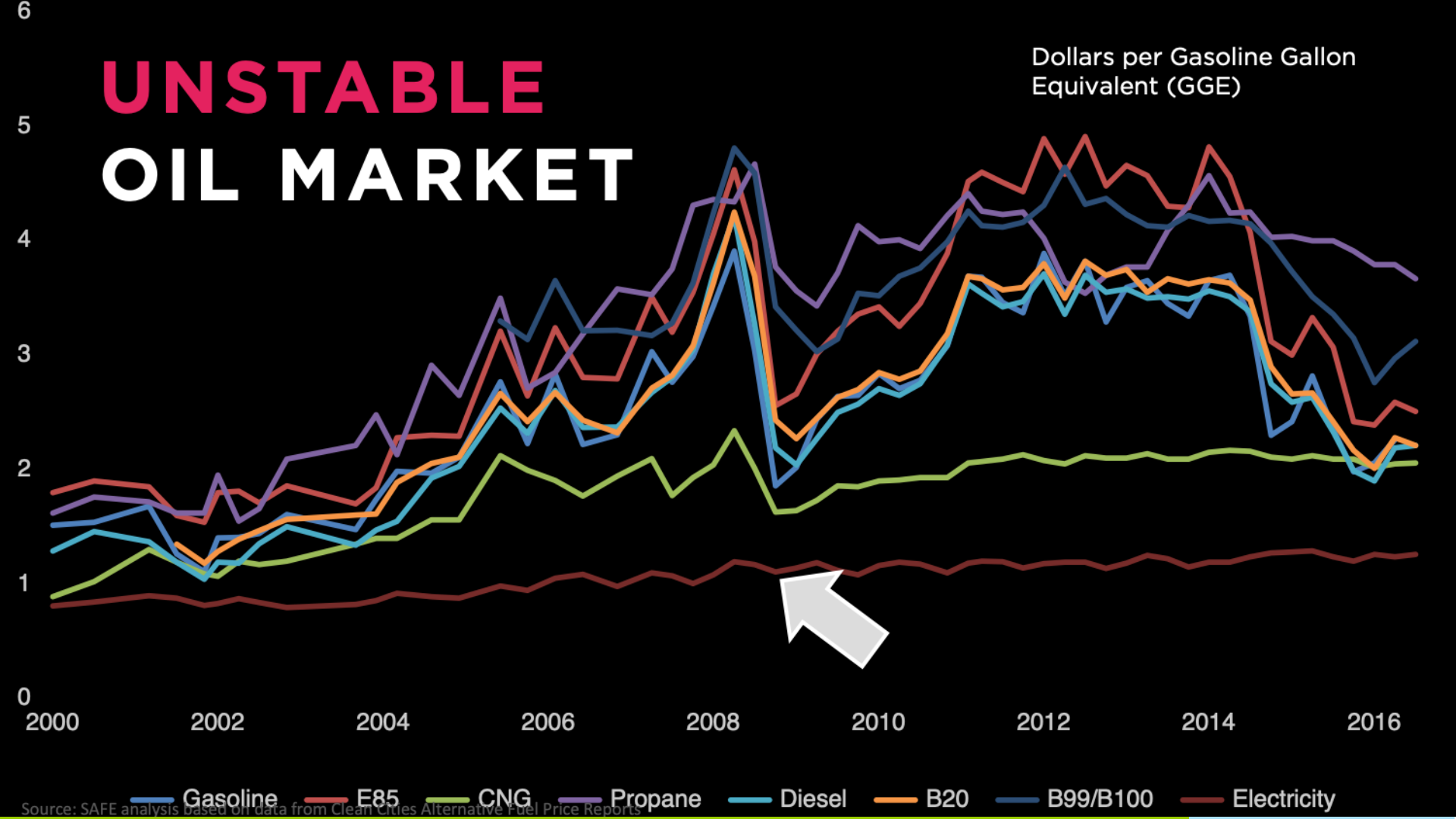
Cleaner Air. Reduced Emissions for Public Health. Sustainable.

Energy Independence. Reduce Reliance on Imported Fuels.

Cost Savings

Fuel Savings: Driving 12,000 miles/year you would save: $75-$150/month, $900-$1,800/year, $5,000-$10,000 over 5 years!

Maintenance Savings: With 1% of the moving parts of an ICE Vehicle, you save on maintenance, like oil changes, engine/transmission repair, etc.


UNSTABLE
OIL MARKET
Dollars per Gasoline Gallon Equivalent (GGE)
6
5
4
3
2
1
0
2000
2002
2004
2006
2008
2010
2012
2014
2016
Gasoline
E85
CNG
Propane
Diesel
B20
B99/B100
Electricity
Source: SAFE analysis based on data from Clean Cities Alternative Fuel Price Reports

Recommended Best Practices

1. Customer enters and expresses interest in EV.
2. Customer should be introduced to trained sales staff.
3. Staff provides accurate information pertaining to vehicle.
4. EV educational collateral should be on site for customers and sales staff to reference.

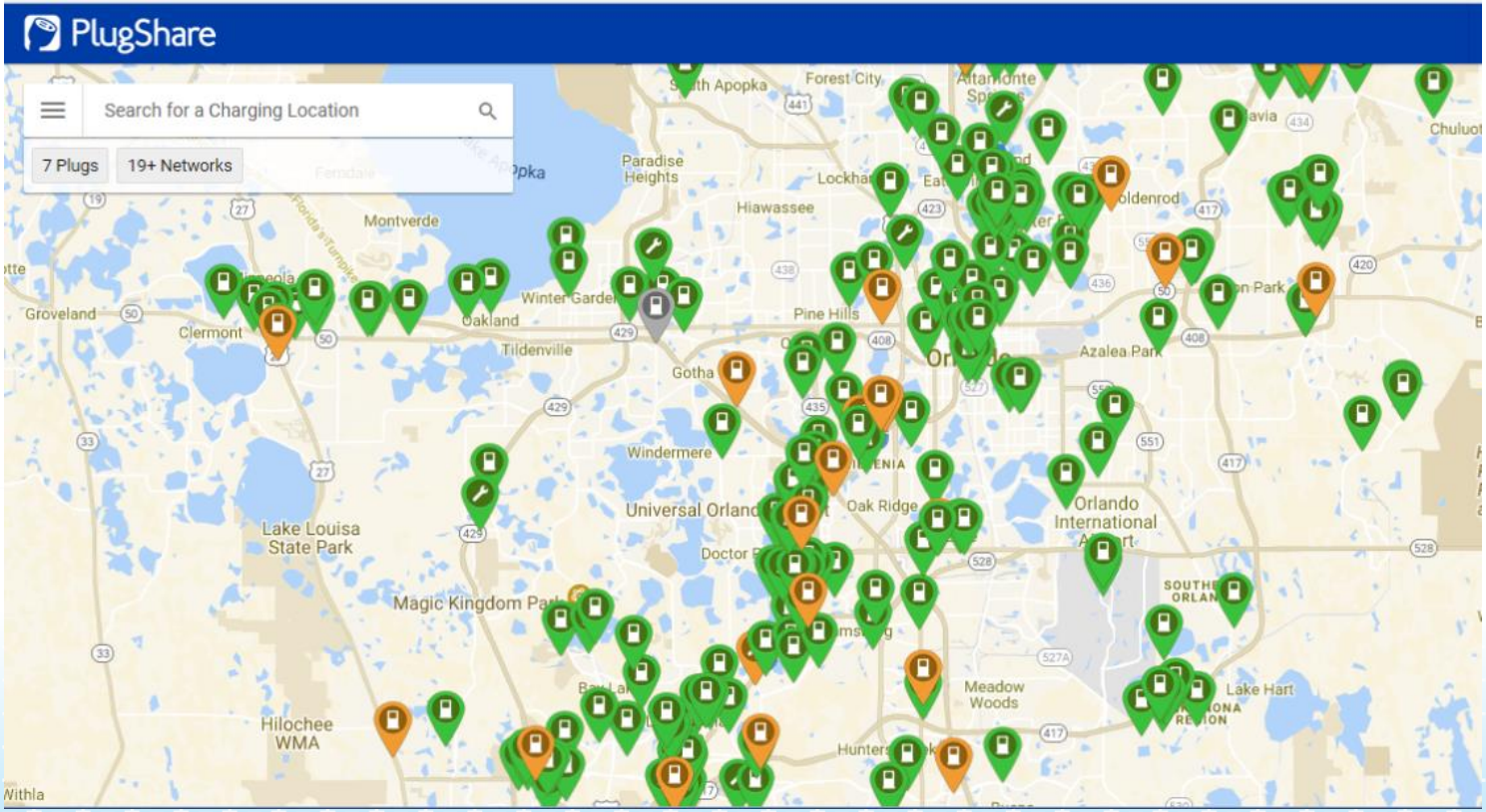
What About Batteries?

- Life Span: 8-10 Years, 100-150k-mile warranty. Reliability is better than projected.
- Reuse/Recycling: Secondary market, distributed energy storage.

Yes, It's Still Better

- Gas-only Vehicles can emit 381 grams of CO_2 per mile.
- Plug-In Hybrid Electric Vehicles can emit 237 grams of CO_2 per mile.
- Battery Electric Vehicles are the cleanest and can emit 206 grams of CO_2 equivalent from their original power source.
- https://afdc.energy.gov/vehicles/electric_emissions.html

Orlando Charging Locations



RELIABLE • AFFORDABLE • SUSTAINABLE

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Post Training Survey