



Charge Up Your Electric Vehicle Sales

We can help drive your dealership's EV success

Sales of electric vehicles (EVs) are increasing as more models are released each year and drivers become familiar with the advantages of going electric. EVs provide dealerships with exciting opportunities, and we want to help you make the most of them. We invite your dealership to join us in ensuring our mutual customers have a smooth experience making the transition to electric driving.

Become an EV Trade Partner

As you make the sale, we will provide easy-to-share EV information and tools that help drivers make informed decisions about charging their EV. Xcel Energy EV Trade Partners can leverage these resources and opportunities. Here's how:

1. Join Xcel Energy's EV Trade Network (check out the Trade Resource Center at xcelenergy.com/EVtrade).
2. Capitalize on promotional opportunities (see immediate options below).
3. Educate buyers about charging their electric vehicles with our help.

Get Charged Up Promotion Options

To help you deliver a positive EV experience, we have designed ways we can work together to engage EV buyers.

By joining our EV trade partner network, you'll receive an interactive training session (Option 1), and your dealership can select an additional promotional option suggested below.

1. EV training for sales staff

We'll share industry best practices for selling EVs, market updates and what it takes to get charged up.

2. Channel your EV discount or other promotions through us

We'll help you get the word out to our mutual customers about your EV model incentives and special offers to provide you with more sales opportunities.

3. Ride and Drive coordination

We'll help you get out to buyers to test drive your EV models through local businesses and community events.

4. On-site dealership events

We'll generate customer attendance at fun get-togethers like Saturday BBQs.

5. Your choice

Suggest other ideas to engage your EV shoppers.



Benefits to joining our network

- Gives you a competitive edge.
- Creates incremental awareness about your dealership and EV model(s).
- Provides you with resources to answer complex electrical questions.

Additional Support

- Signage or EV brochures
- Access to EV energy advisors
- EV information found at xcelenergy.com/EV
 - Pricing plan options for charging at home
 - List of electricians
 - Renewable (clean-charging) energy program options
 - Event calendars

Ways to Contact Us

Residential Customer Service: **800.895.4999** EV electric pricing options: **xcelenergy.com/RateAdvisor**

Email our EV Team with questions: **RepoweringTransportation@xcelenergy.com**