Electric Vehicle Group Buys in Colorado

Maria Eisemann
Transportation Policy Analyst

Colorado Energy Office

January 9, 2019
CEO’s Transportation Fuels and Technology Team works to accelerate adoption of alternative fuel vehicles through:

1. Policy and Planning – make Colorado an attractive place to own and operate an alternative fuel vehicle (AFV) and make investments in AFV fueling and charging infrastructure.

2. Program Management – administer grant programs that reduce the upfront cost of installing fueling and charging infrastructure.

3. Outreach and Education – provide information and technical support to fleets and consumers on the costs and benefits of owning and operating AFVs and investing in infrastructure.
Barriers to Electric Vehicle Adoption

The State of Colorado focuses on 3 primary barriers to electric vehicle (EV) adoption:

1. Lack of information on the costs, benefits, and availability of EVs (and infrastructure).


3. High upfront cost (and availability/assignability of grants and other incentives).
   
   a. Group Buy is a program that addresses barriers 3 and 1 if it is paired with marketing.
How is Colorado Supporting Group Buys?

1. SWEEP, Boulder County, CEO and BCS developed a handbook and case study on how to conduct a group buy:
   
   http://www.swenergy.org/publications/transportation

2. CEO commissioned SWEEP to do a second analysis to update handbook and summarize lessons learned from following 3 years of Group Buys:
   
   https://www.colorado.gov/pacific/energyoffice/reports

3. Colorado’s EV Plan

   Engage in strategies such as Group Buys
   
Traditional RFP Type in Colorado

1. Traditional Request for Proposal (RFP)
   
a. Pros: Builds relationships with dealerships, OEMs and community, gauges interest and results in a signed agreement

b. Cons: Many dealerships do not have experience with RFPs, time consuming process, less flexible, may get no response, may not be sustainable

c. Results of first in Boulder County, CO in 2015: 248 Leaf sales in 4 months

   i. Combined with a solar buy program that was not that successful
Traditional RFP Group Buy Website

This Group Buy is currently only available through December 31, 2016. Inventory is limited. If your preferred model is not available, an order may be placed at the same price.

**Northern Colorado Group Buy Program**

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nissan LEAF MSRP</td>
<td></td>
<td>$33,710</td>
</tr>
<tr>
<td>Federal Tax Credit</td>
<td>(up to)</td>
<td>$7,500</td>
</tr>
<tr>
<td>Colorado State Tax Credit</td>
<td>(up to)</td>
<td>$5,160</td>
</tr>
<tr>
<td>Group Buy Discount</td>
<td></td>
<td>$5,210</td>
</tr>
<tr>
<td>NMAC Bonus Cash</td>
<td></td>
<td>$4,000</td>
</tr>
<tr>
<td><strong>FINAL PRICE</strong></td>
<td></td>
<td><strong>$11,840</strong></td>
</tr>
</tbody>
</table>

Sign up now, Obligation free

DRIVE electric
NORTHERN COLORADO

Energy Office
1. Direct Dealership Negotiation - Lead agency works directly with local dealerships and OEMs to negotiate deals. Typically used for existing programs to re-negotiate deals and invite new dealerships to join

a. Pros: Can save time and administrative resources, better suited for smaller communities, can lead to greater sense of commitment and ownership with stakeholders

b. Cons: Less applicable for first-time programs and large cities where lead agencies don’t have time or resources to engage with dozens of dealerships

c. Results: In 2017 and 2018 CLEER in Garfield County was able to re-negotiate discounts from an existing program and bring in 3 additional OEMs
Direct Dealer Negotiation Website

**EV Sales EVent dealer discounts offered April 1 to June 30, 2017**

Download the printer-friendly EV Sales EVent flyer

**Audi Glenwood Springs**

100 Riverine Road
Glenwood Springs
(970) 945-5200

Audi A3 Sportback e-tron
PHEV / 16-mile range in EV mode
383-mile total range EV + gasoline modes
Manufacturer info [website](#)

MSRP $44,195
EV Sales EVent Dealer discount $2,210
Colorado tax credit $5,000
Federal tax credit up to $4,085

**Mountain Chevrolet**

51359 Highway 6
Glenwood Springs
(970) 920-9777

Chevrolet Bolt / BEV / 238-mile range
Manufacturer info [website](#)

MSRP $37,495
EV Sales EVent Dealer discount $600
Colorado tax credit $5,000
Federal tax credit up to $7,500

[Logo: Colorado Energy Office]
OEM/Utility Partnership in CO

1. **OEM/Utility partnership** - an electric utility partners with an OEM and offers discounts to all customers. Evolved from Nissan Fleetail program (later to include BMW), OEM level discount program for corporations and municipalities with fleets.

   a. **Pros**: Access to dealership networks and large utility customer base, easily replicable and scalable, discounts and EV sales training are provided by large corporations

   b. **Cons**: Lack of trusted community voice, harder to connect with local dealerships and lack of OEM interest could limit choice

   c. **Results**: Corporate Fleetail programs sold almost four times more EVs than the earlier programs
**OEM/Utility Flyer**

**Tynan's Nissan** presents an exclusive EV Group Buy opportunity in partnership with the city of Aurora and in conjunction with Xcel Energy.

**Take $17,600 (52%) off the MSRP of the all-new 2018 Nissan LEAF SV!**

- NO GAS...EVER!
- NO OIL CHANGES!
- NO EMISSIONS!
- 3 YEARS ROADSIDE ASSISTANCE!
- 8 YEAR/100,000 MILE WARRANTY!
- 2 years No Charge To Charge

**2018 NISSAN LEAF SV**

<table>
<thead>
<tr>
<th></th>
<th>MSRP</th>
<th>Tynan's Discount</th>
<th>Nissan Xcel Energy Fleetail</th>
<th>Customer Cash Rebate</th>
<th>Colorado Instant Tax Credit</th>
<th>Federal Income Tax Credit (up to)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$33,900</td>
<td>$2,100</td>
<td>$3,000**</td>
<td>$5,000*</td>
<td>$7,500**</td>
<td></td>
</tr>
</tbody>
</table>

**Final Group Buy Price (as low as)** $16,399 (or 52% off MSRP!)

Or get 0% APR financing for 72 months! **OR** Or lease for only $299/mo with $2,999 due at signing!

**Additional Benefits:**
- 5 days of complimentary non-LEAF vehicle rental ($200)
- Complimentary multi-point inspection and tire rotation at 7,500 miles ($30 value)

*Colorado Instant Tax Credit requires financing through INMAC (HMHC) and is based on the incentive EV API program and is for the consumer to avoid their first state of Colorado Innovative Motor Vehicle. Tax Credit to INMAC who then passes it back to the consumer in the form of an instant rebate at the time of sale. **Based on $2,100 federal income tax credit of $7,500 for the purchase of a qualifying plug-in electric vehicle. **This $3,000 Nissan customer cash rebate is available only to Colorado residents who are customers of Xcel Energy with qualifying proof (copy of current utility bill) and cannot be combined with any special lease or financing offer. 36 month lease offer only. Final offer terms: guaranteed residual value $11,295, capital stock $1,750, tax rate 2.375%, $379.47 per month lease. 60-month lease through INMAC at $599 per month plus tax. 60-month lease not available in all states. Colorado sales and use tax is included in lease customer cash rebate. Credit applies as cap reduction. Taxes and fees extra. With approved credit. Must take delivery from dealer stock. Dealer-added accessories may add to cost. Options not available. Offer cannot be combined. Dates apply to 2018 or while supplies last. Programs subject to change at any time for any reason.
How Have They Influenced Sales in CO?
Refuel Colorado- Education and Outreach

Alternative Fuel Experts
- Understand EVSE
- Develop Group Buys
- Resource

https://www.Colorado.gov/energyoffice/refuel-coaching
Maria DiBiase Eisemann
Jared Polis, Governor
1580 Logan Street, Suite 100
Denver, Colorado  80203
maria.eisemann@state.co.us

The Colorado Energy Office
@coenergyoffice