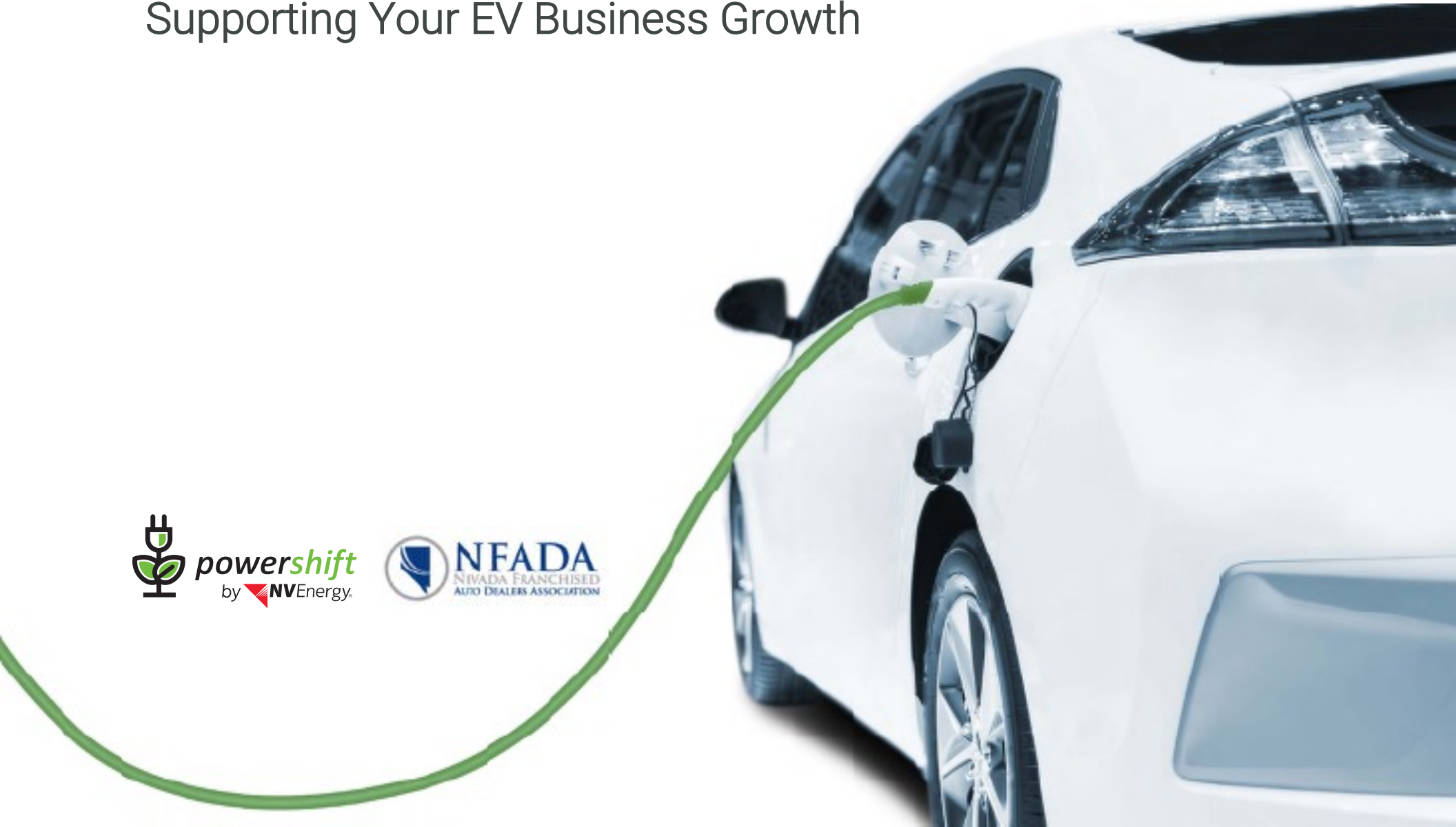
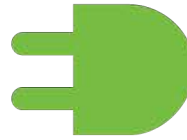


Dealer Partner Workshop

Supporting Your EV Business Growth



Your EV Team



Tina Malott



Adam Grant



Cash Rutherford



Andrew MacKay, NFADA



Kirk Brown

Workshop Contents

- Dealer Partner Program
- NV Energy Support
 - Resources, Tools, and Technical Assistance
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 - Charging Incentive Programs
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 - Time of Use Rates
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- Q&A



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Dealer Partner Program

What You Get:

Training Support

- Live and Virtual Workshops
- On-demand Training Materials

Marketing Support

- Dealer Spotlight: Highlight your team on our PowerShift Dealer Partner webpage
- Opportunities to be highlighted within NV Energy's customer EV education programming

Customer Outreach & Qualified Leads

- Participate in community test drives and access the leads from the event

What You Give:

- Work to get more EVs on the road and secure inventory when available
- Attend EV education events and/or roundtable discussions hosted by NV Energy
- Complete the PowerShift Dealer Partner Certification Program
- Provide customers with information on NV Energy incentives and EV programs

Dealer Partner Program

Dealer Partner Portal

www.nvepowershiftdealers.com



Welcome to the NV Energy Powershift Dealer Portal

We are happy to have you as a dealer partner and we are here to support you as we navigate the EV evolution together.

Feel free to contact us directly at any time!

contact@nvepowershiftdealers.com

(949) 414-9707

Dealer Partner Workshop



Join us for a valuable workshop on all things EV and charging!

Friday, June 3, 2022

[LEARN MORE](#)

Training Materials



Access all PowerShift Dealer Partner educational materials here.

[LEARN MORE](#)

Help Desk



Do you have a particular EV question? We're here to support you and will work to get the answers you need.

[LEARN MORE](#)

Customer Resources



Need a quick educational handout for your customers? Find materials in English and Spanish here

[LEARN MORE](#)

Dealer Partner Program

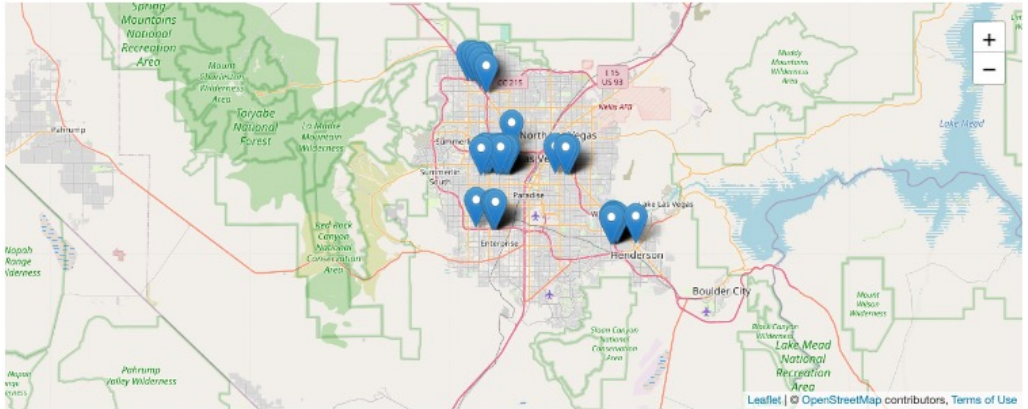
Marketing Support

Marketing Support

Highlight your dealership on the NV Energy website's EV comparison tool for customers

Find a Local EV Dealership

89011




EV MAKE:

Showing 1 - 10 of 53

ABC Hyundai
6825 Redwood Street Las Vegas, NV 89118
(702) 475-8698 [Website](#) [Contact Dealership](#)

Audi Henderson
7740 Eastgate Rd Henderson, NV 89011
(702) 982-4600 [Website](#) [Contact Dealership](#)



Dealer Partner Program

Marketing Support

Customer Outreach & Qualified Leads

Participate in NV Energy's PowerShift activities that drive customers to you: EV test drive events, online EV 101 sessions for customers, online marketing via NVE website

“ Having seen the Volvo at the event, we purchased one within two weeks. ”

– 2021 Las Vegas Test Drive Event Attendee



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NV Energy Support

Resources, Tools, Technical Assistance

Technical Assistance:

Receive technical advisory support as your dealership plans EV charging infrastructure, from power planning to site analysis



NV Energy Support

Resources, Tools, Technical Assistance

Here to Help:

Make sure to contact NV Energy and submit your incentive application with quotes before beginning any EV infrastructure projects.

Point of contact: Cash Rutherford

Email: contact@nvepowershiftdealers.com

Cell: (949) 414-9707



NV Energy Support

Resources, Tools, Technical Assistance

nvenergy.com/ev

Website includes a suite of EV resources and customer tools



The screenshot shows the NV Energy website's 'Electric Vehicles' page. At the top, there is a navigation bar with the NV Energy logo and a search icon. Below the navigation bar is a header image of a desert canyon with the text 'ELECTRIC VEHICLES'. The main content area features a video player on the left showing a woman in a green shirt presenting information about 'EV Time-of-Use Rate' (10:01 PM to 8 AM) and a 'Residential discount applies to all energy used during off-peak hours'. To the right of the video is a section titled 'Electric Vehicles' with a paragraph: 'Want to drive electric? We can help! PowerShift by NV Energy offers special rates, tools, resources and incentives to help make buying an electric vehicle (EV) or building EV charging infrastructure easier.' Below this is another paragraph: 'Join our upcoming electric vehicle events, both virtual and in person, to learn even more!'. At the bottom right of the main content area is the 'powershift by NV Energy' logo. Below the main content area is a navigation bar with three tabs: 'Residential', 'Business', and 'EV Dealers'. The 'Residential' tab is selected. Below the navigation bar are three featured sections: 'EV Charging Incentives' with an image of a car being charged, 'Lower-Income EV Rebate' with an image of a woman in a car, and 'EV Charging' with an image of a hand plugging a charging cable into a car.

NV Energy Support

Residential Charging Incentives

\$500 per EV buyer to help install a Level 2 charging station in the customer's home, equivalent to **75% of the total project cost** (whichever is less).

How to qualify?

- The customer's EV must have been acquired 60 days before or after applying for this incentive
- Chargers must be from qualified vendors listed by NVE and installed by a certified electrician
- To receive the full amount of \$500 or 75% of the total project cost, applicants must consent to share charging data with NV Energy
- Apply at [nvenergy.com/ev](https://www.nvenergy.com/ev)



NV Energy Support

Residential Charging Incentives

NV Energy can cover 75% of the total project cost (up to \$500) for customers installing a Level 2 charger at home

Additional requirements:

- Applicants must provide the make, model, date and year of EV acquired
- Verification of vehicle registration
- Proprietary charging equipment allowed



NV Energy Support

Commercial Charging Incentives

NV Energy covers up to **75% of the total project cost** for installation.

Workplace or public location, like a business	\$3,000 per port or 75% of total project cost (whichever is less) Max \$30,000	Min. project size: - 2 Level 2 charging ports	Incentive covers up to: - 10 Level 2 charging ports
Multi-family property or EV fleet location	\$5,000 per port or 75% of total project cost (whichever is less) Max \$50,000	Min. project size: - 2 Level 2 charging ports	Incentive covers up to: - 10 Level 2 charging stations
Government building or lower income multi-family property	\$7,500 per port or 100% of total project cost (whichever is less) Max \$40,000	Min. project size: - 2 Level 2 charging ports	Incentive covers up to: - 4 Level 2 charging ports
DC Fast Charging System	\$400/kW up to a cap of \$40,000 per charging system or 50% of total project cost (whichever is less)	Min. project size: - 1 fast charging system	Incentive covers up to: - 5 fast charging systems

NV Energy Support

Commercial Charging Incentives

Workplace charging. Fleet charging. Multi-family and/or government-owned properties.

Customer Eligibility:

- Full-Service NV Energy Customer
- Applicants for Multi-family:
 - Must consent on data collection for all chargers
 - Must share number of EVs registered (as best known)

Charging Equipment Eligibility:

- Must be networked
- Equipment must be UL Listed
- New/never used hardware
- Installed by a licensed C2 electrical contractor
- 50kW minimum for DC fast chargers

Application link under the 'business' tab at nvenergy.com/ev



NV Energy Support

Customer Tools: TOU Rate

Time-Of-Use (TOU) Rate

- Get the lowest price of electricity when you charge during off-peak hours
- Peak hours are 1pm-7pm during summer months only
- Program cars to charge at night to save the most money



\$3.20

Full charge with NV Energy's special **Time-Of-Use (TOU)** rates with average 64-kWh battery.

\$7.00

Full charge with NV Energy's **regular residential** rate in same-sized battery.

NV Energy Support

Customer Tools: EV Sell Sheets



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NV Energy Support

Customer Tools: EV Sell Sheets

Save on Fuel Costs: Drivers save \$1,400+ per year on fuel when they switch to an EV



EV = \$180 per year to fuel

$$9,000 / 3 = 3,000 \text{ kWh} \times 6 \text{ cents}$$

$$\text{Cents per mile (EV)} = \$150 / 9,000 = 2 \text{ cents per mile}$$



Gas = \$1,620 per year to fuel

$$9,000 / 25 = 360 \text{ gallons} \times \$4.50$$

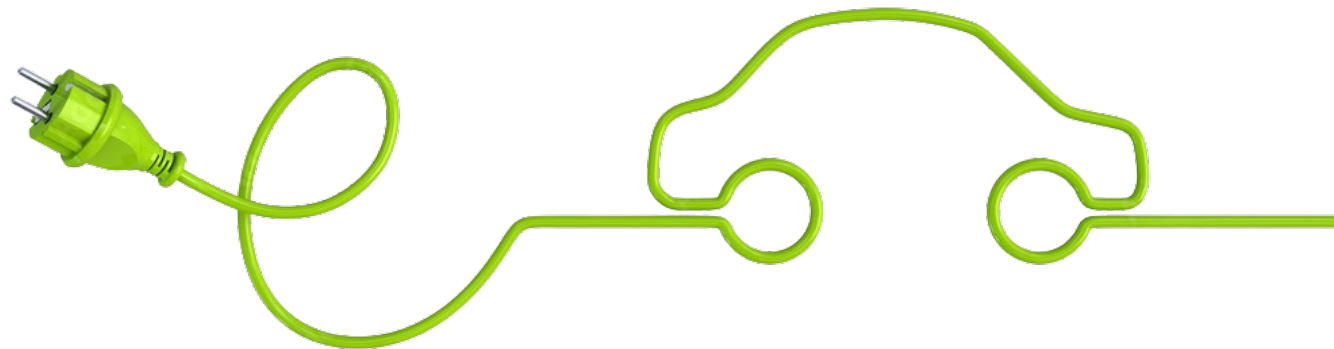
$$\text{Cents per mile (Gas)} = \$1,620 / 9,000 = 18 \text{ cents per mile}$$

*Average Nevada driver: 9,000 miles per year
3 miles per kWh EV, 25 mpg gas car, 6 cents per kWh, \$4.50 per gallon of gas*

NV Energy Support

Customer Tools: EV Sell Sheets

Save on Fuel Costs: The cost to charge an EV in Nevada is equivalent to paying **less than \$1** per gallon of gasoline



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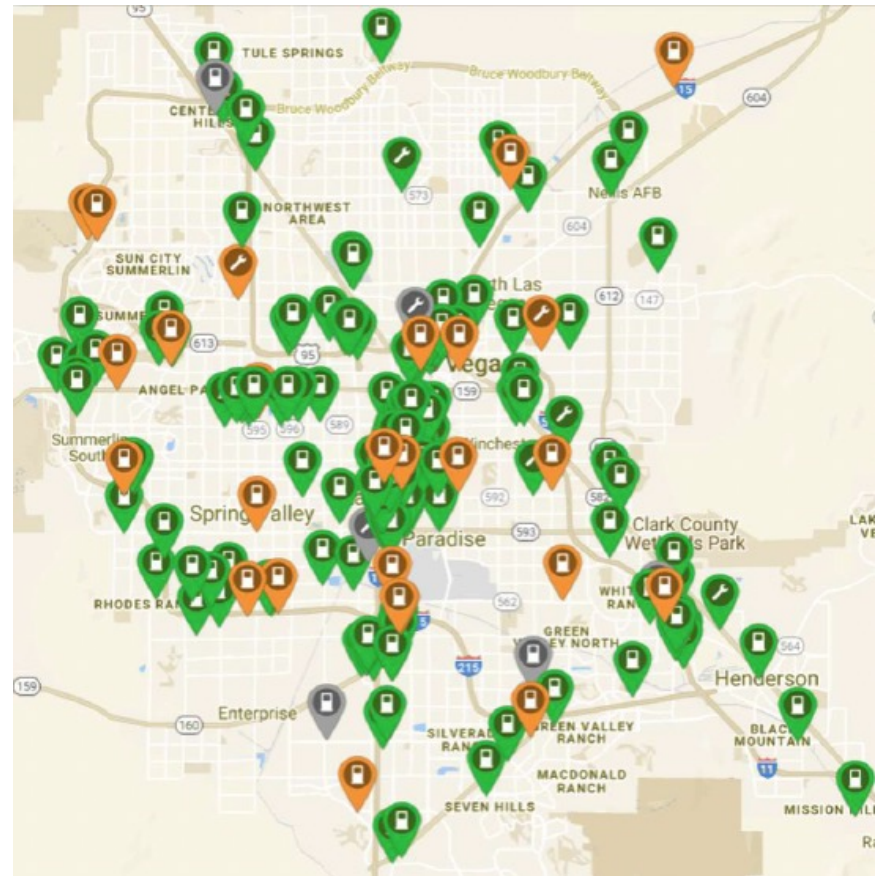


Charging Infrastructure in Nevada

Las Vegas

- Today, there are **468** public EV charging stations across Nevada, with more on the way
- Greater Las Vegas has 203 public charging station locations; over 100 are free to the public!

[PlugShare.com](https://www.plugshare.com)

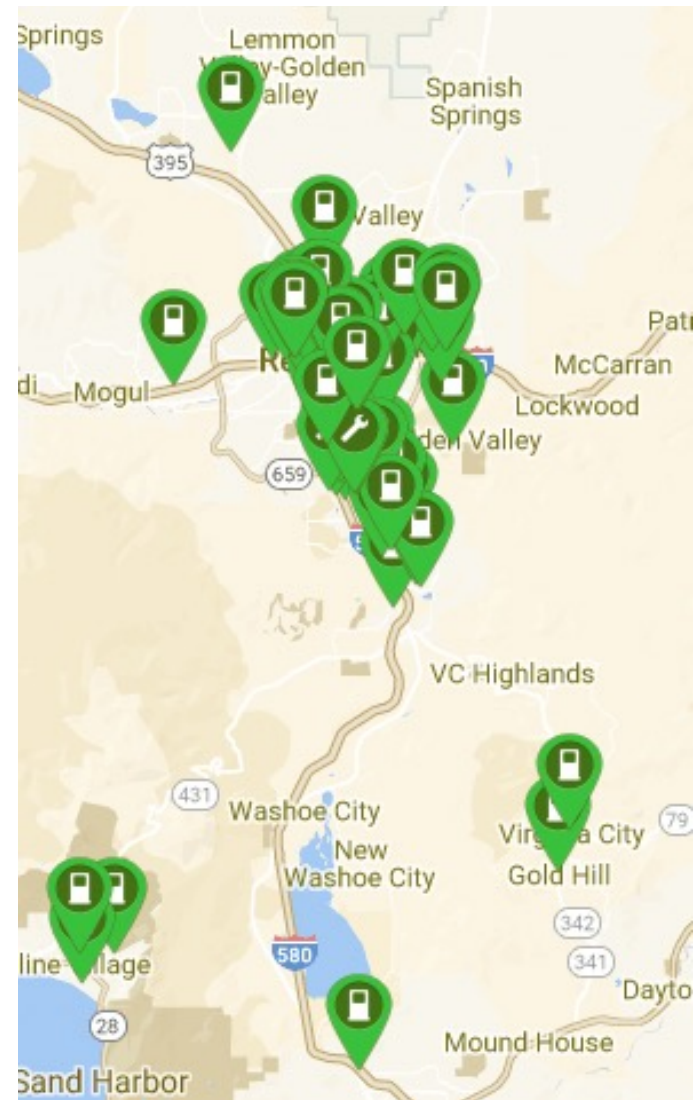


Charging Infrastructure in Nevada

Reno

- The City of Reno has 76 public charging station locations; over 50 are free to the public!

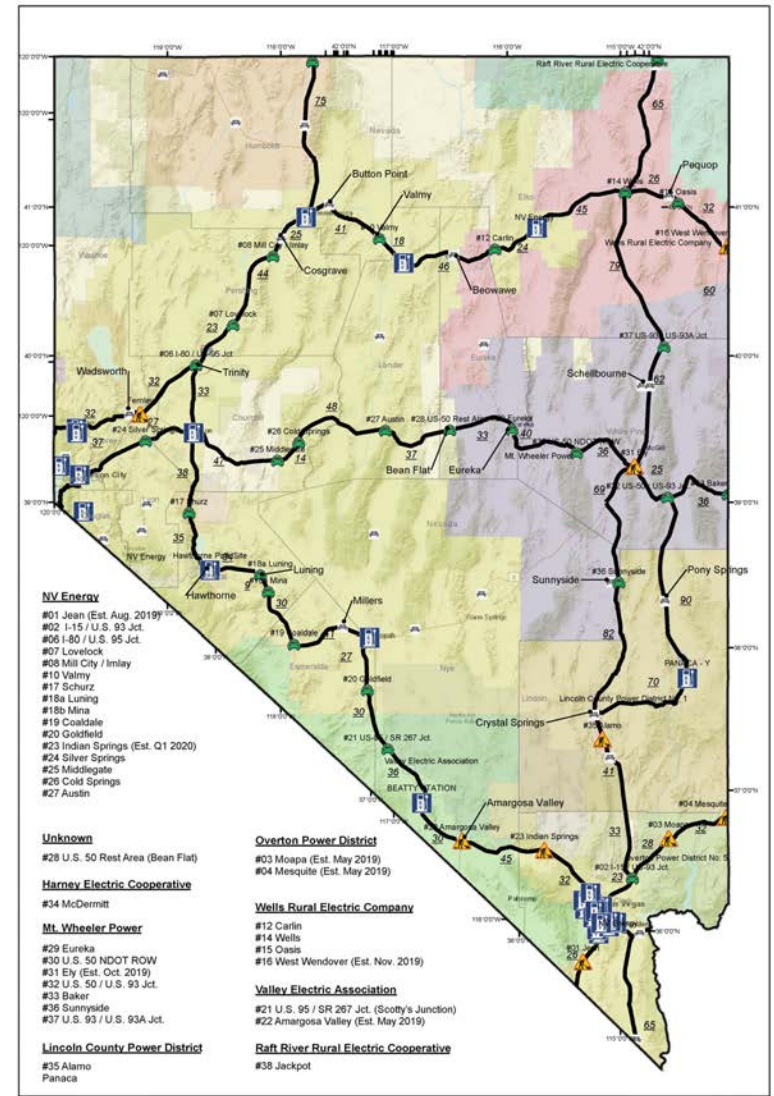
[PlugShare.com](https://www.plugshare.com)



Charging Infrastructure in NV

Nevada Electric Highway

- 38 public DC fast charging stations located across the state along major corridors
- Nevada Electric Highway was launched in 2015 by the Governor's office and other stakeholders including utilities
- Station locations in accessible areas with amenities
- Stations located along highway with no more than 50-100 miles in between



Nevada Electric Highway

Installed DC Fast Charging station

NDOT Rest Area

GOE planned DC Fast Charging station

DC Fast Charging station in the works

0 50 100 200 Miles

Created 5/16/2019; v2.7

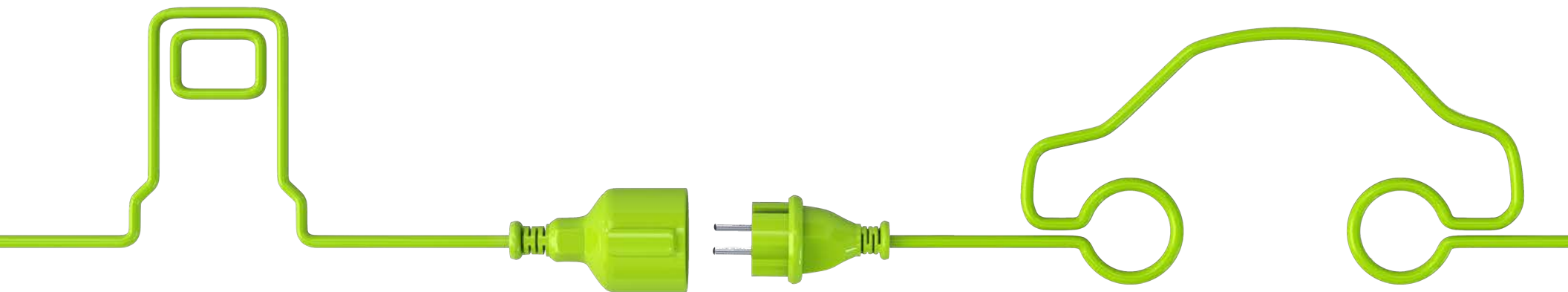
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- Dealer Partner Program
- NV Energy Support
 - Resources, Tools, and Technical Assistance
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Clean Cars Nevada

- Nevada became the 16th state in the nation to formally adopt clean car standards on October 25, 2021
- Regulations will go into full effect for model year 2025
- The policy include 2 components: Low-Emission Vehicle standards and a Zero-Emission Vehicles requirement for automakers



Clean Cars Nevada

1. **Low-Emission Vehicle (LEV) standards** require that automakers deliver new vehicles to Nevada that emit fewer greenhouse gases and harmful air pollutants. 14 states and the District of Columbia have adopted the LEV standard.
2. **The Zero-Emission Vehicle (ZEV) program** ensures that each year, automakers deliver more vehicles that are partly or fully zero emissions (plug-in hybrid or full electric vehicles) for sale in Nevada. 17 states and the District of Columbia are considering or have already adopted ZEV standards, resulting in increased electric and plug-in hybrid vehicle availability for dealerships.

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Next Steps

Engage!

Test Drive Events

- Access to hundreds of potential customers in one place
- Access to leads after the event

Virtual Events

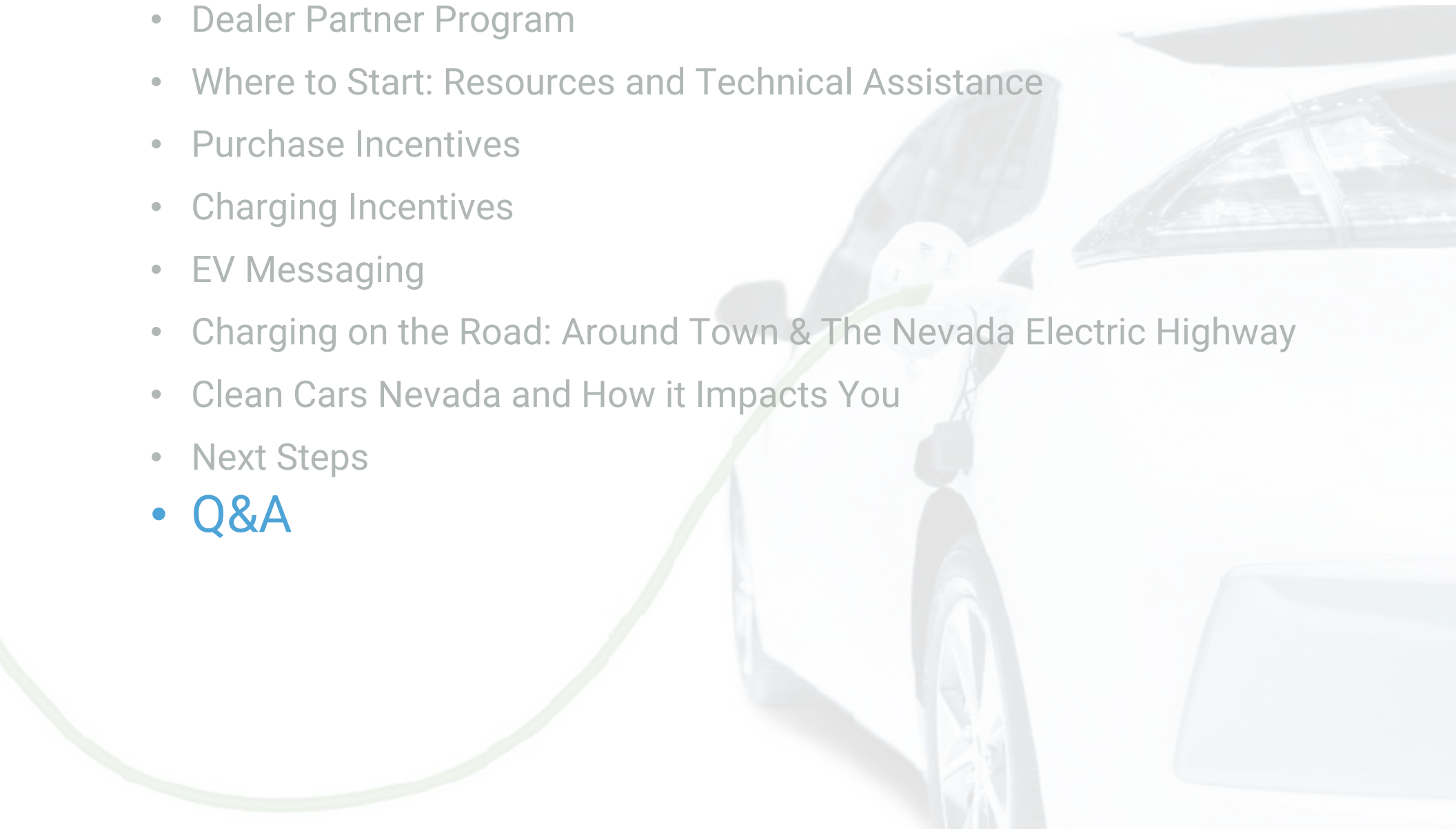
- Spotlight your dealership to captive audience interested in EVs

Access Support!

- Connect with NV Energy to get custom technical assistance to ready your dealership for EV sales growth

Workshop Contents

- Dealer Partner Program
- Where to Start: Resources and Technical Assistance
- Purchase Incentives
- Charging Incentives
- EV Messaging
- Charging on the Road: Around Town & The Nevada Electric Highway
- Clean Cars Nevada and How it Impacts You
- Next Steps
- **Q&A**



Questions

This slide deck and transcription of Q&A will be made available at

www.nvepowershiftdealers.com

For questions after the training:

Cash Rutherford

contact@nvepowershiftdealers.com

(949) 414-9707



Supporting slides for Q&A

EV Charging is Easy

Level 1 Charging

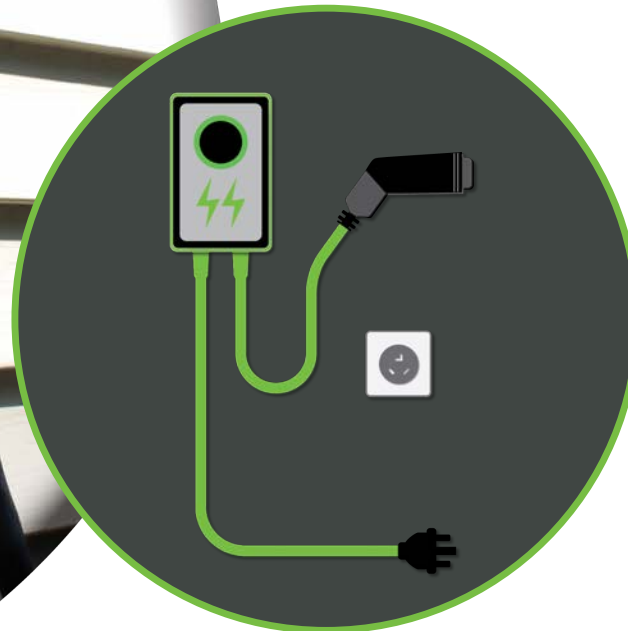
- All EVs come with a plug to start charging when you get home
- A standard 120-volt outlet
- Offers roughly 5 miles of range per hour of charging time
- Enough to replenish most commutes overnight



EV Charging is Easy

Level 2 Charging

- Uses a 240-volt outlet
- Provides 25 miles of range per hour of charge
- 2 hours can replenish around-trip commute



EV Charging is Easy

Level 3 Charging,

- Referred to as DC fast charging
- Full charge in 30-45 minutes
- Level 3 charging networks are growing across the U.S.

