



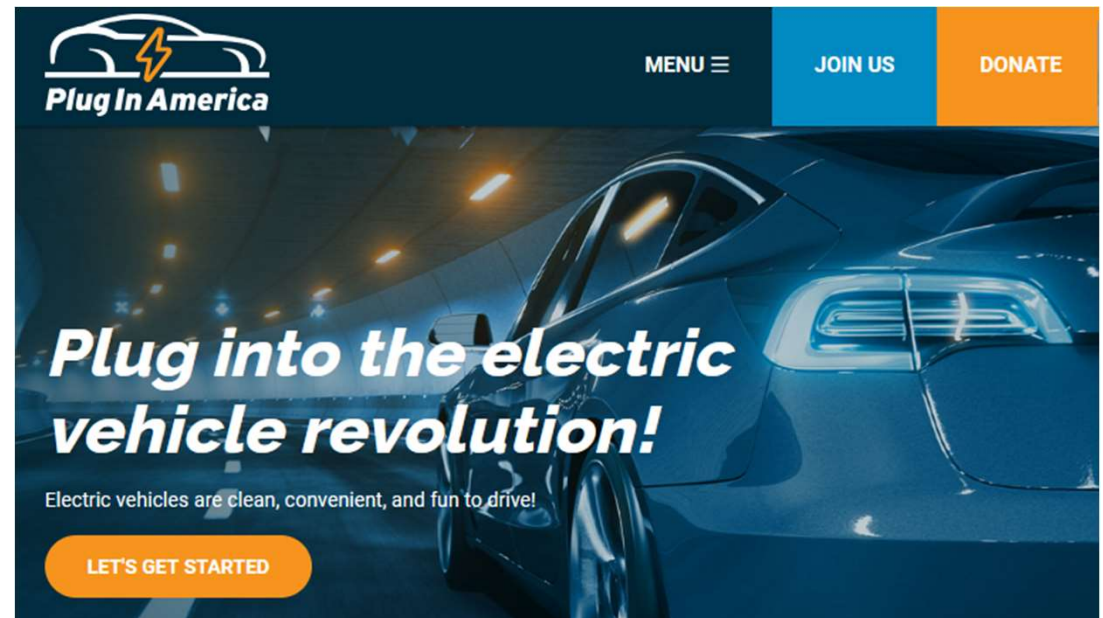
PlugStar Dealership Training Program

Chris Neff

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Plug In America

- Founded in 2008
- National non-profit
- Support EV adoption through
 - Advocacy
 - Education
 - Research
- Pluginamerica.org



PlugStar.com

- Consumer EV shopping site
- Lists details of EVs for sale
- Lists EV Incentives
- Where to buy

The screenshot displays the PlugStar.com website interface. The top navigation bar includes links for Cars, Incentives, Charging, Find, About, and Log In. The main header features the PlugStar logo and a navigation menu with tabs for OVERVIEW, COST & INCENTIVES, and CHARGING. The featured vehicle is the BMW i4 XDRIVE40. The overview section provides key specifications: Sedan, 5 SEATS, AWD, EPA-RATED ALL-ELECTRIC RANGE of 279 MILES, and HOME CHARGING. The cost section shows a COST OF CHARGING of \$14.28 and MILES OF RANGE of 279. The right sidebar details the RECHARGE SPEED, including FAST CHARGING (15 MIN = 90 MI MAX), LEVEL 2 (60 MIN = 18 MI MAX), and LEVEL 1 (8 HOURS = 27 MI MAX). The bottom right corner features the PlugStar logo with the tagline 'by Plug In America'.

PlugStar

Cars - Incentives - Charging - Find - About - Log In

Some information may be specific to your ZIP Code 07960

BMW i4 XDRIVE40

MANUFACTURER WEBSITE [FIND A DEALER](#)

OVERVIEW COST & INCENTIVES CHARGING

BASIC SPECS

Sedan 5 SEATS

AWD

FUEL TYPE & RANGE

279 ELECTRIC MILES 105 BATTERY SIZE (KWH)

ALL-ELECTRIC

ACCELERATION

4.9 sec TO 60 MILES PER HOUR

RECHARGE SPEED

FAST CHARGING

15 MIN = 90 MI MAX

LEVEL 2

60 MIN = 18 MI MAX

LEVEL 1

8 HOURS = 27 MI MAX

Estimates only. Your experience may vary.

BMW i4 XDRIVE40

MANUFACTURER WEBSITE [FIND A DEALER](#)

OVERVIEW COST & INCENTIVES CHARGING

EPA-RATED ALL-ELECTRIC RANGE

279 MILES

HOME CHARGING

COST

Jersey Central Power & Lt

COST OF CHARGING \$14.28

MILES OF RANGE 279

279+

PlugStar by Plug In America



Why PlugStar EV Training

Shifting EV Landscape In New Jersey

- NJ sales tax laws are changing
- New EV registration fees
- NJ incentives have changed
- Charging stations can be hit or miss
- New charging port standards introduced
- Federal tax credits can be a moving target



PlugStar Dealership Training Program

- Dealership EV training
- Online or In person
- Certification by Plug In America
 - Listed on PlugStar.com
 - Invitations to community EV events
 - Technical support during program
- Supported by NJ CAR



In Person Training

- Training at your dealership
 - Takes about 1 ½ hours
- Training workbook you keep
- Higher level PlugStar training certification
- Special training discounts going on now



PlugStar
by Plug In America

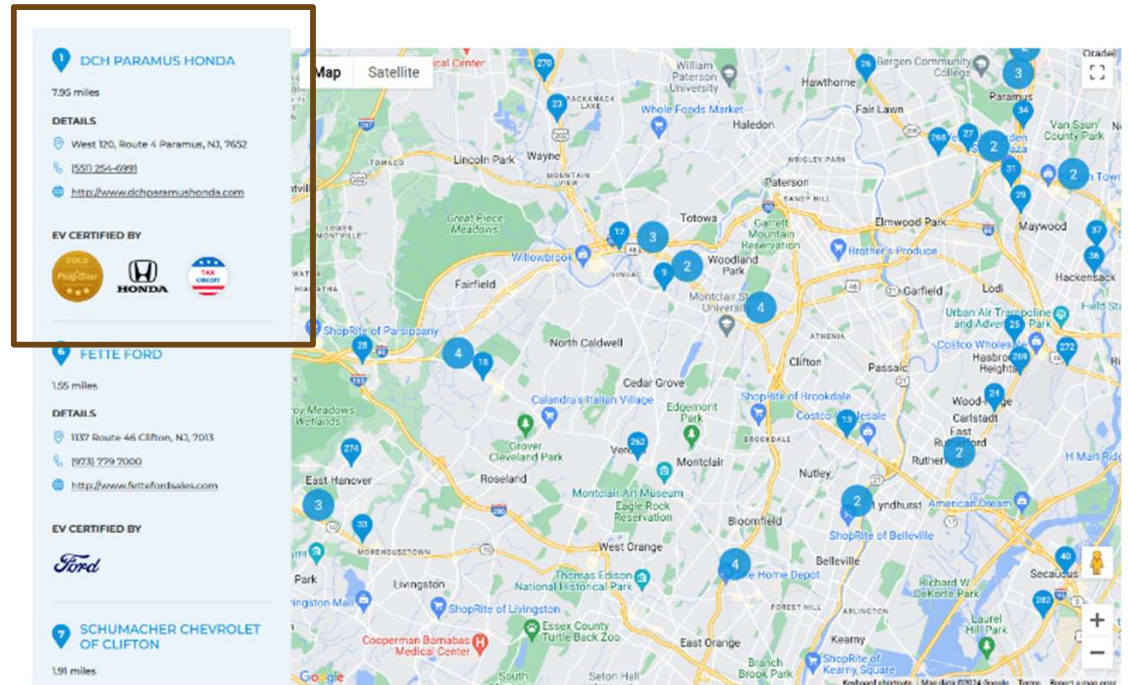
Some Of What We Cover In Detail

- Federal Tax Credit for New and Used EVs
- Charge Up New Jersey program
- The new EV registration fee
- The sunseting of the NJ EV tax exemption
- Utility incentives
- Residential charging incentives
- How to find public EV charging stations
 - Finding reliable compatible stations that work
 - NACS, CCS, CHAdeMo, J-1772
- We cover the real-world EV experience as a whole



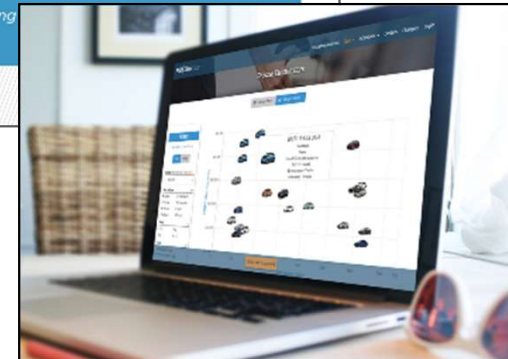
Priority Listing On PlugStar.com

- Priority listing for our trained dealers with certification
- In person training dealerships receive a more prominent listing than online
- NEW – we highlight dealerships registered with the IRS that can provide federal EV tax credits



Trained Dealers Get Ongoing Support

- **Online tools and resources** available to all dealer staff
 - Federal, state, and local incentives
 - Cost of electric “fuel”
 - Home charging equipment
 - Location of charging stations, employers with EV charging, electricians, and local EV events
- **Access to updated PlugStar resources**, including our EV Support Program help-line
- **Ongoing EV sales training and email notifications** of new or updated EV incentive programs
- **No cost “Plug-in Ready” customer leads from PlugStar.com** and other partners



You Get People Support

- Trained dealers have unlimited access to Plug In America's EV experts
 - We will even take inquiries from your customers
- Receive one-on-one personalized assistance to frequently asked EV questions



Does The Training Work? Yes!

- 100% of those trained recommend the program
- Over 60% of sales staff feel more confident in selling EVs after training
- EV sales have been shown to increase as much as 4Xs



I Am Your Trainer

- Chris Neff
- I am the EV training specialist for NJ
- I have been driving EVs since 2008
- I am on my 6th EV
- My current daily driver is an electric BMW

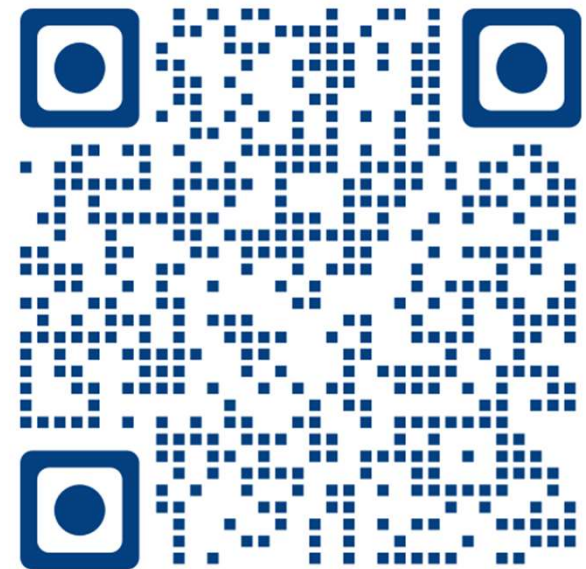


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Special Offers

- In person training scholarship
 - Limited time offer
 - \$2,000 off brings training to under \$1,000 for a year
- pluginamerica.org/plugstar

Scan QR code for
application form



PlugStar
by Plug In America



Thank You

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