

# What are your goals for EV adoption?

# We'll help you get there.

**D+R**  
International



## Transforming the EV Market

The electric vehicle (EV) market is rapidly transforming, creating new opportunities for utilities, regional energy organizations, and the automotive sector. Are you prepared?

In order to align your business goals with EV market developments, D+R International developed a full spectrum solution that connects people, data and opportunities to accelerate EV adoption.

### Online EV Customer Engagement Tools

We help utilities inform and educate their customers about electric vehicles. The ChooseEV platform is modular and customized to advance EV adoption within the utility service territory. We offer digital tools for light, medium and heavy duty vehicles. ChooseEV helps residential customers that want to learn more about the right car for their daily commute and commercial customers that want to convert an entire fleet to electric.



## EV Strategic Planning

D+R delivers a comprehensive EV Strategic Plan for our utility clients. We establish a baseline of EV owners and we assess the current level of publicly available EV charging infrastructure. We also identify state and local EV policy that can help drive EV adoption locally. The report can also include diversity, equity and inclusion strategies as well as local load impact forecasting. Finally, we help our clients establish reasonable goals for EV adoption and help identify local partners to help achieve those EV goals.



## EV Charging At Home

D+R will design and implement a custom EV Charger Rebate Program for our utility clients. Since 80% of all EV charging happens at the home, it is critical that utility customers get the right type of EV charger and have confidence that the EV Charger installer can get the job done right. We help our clients select the best EV charger manufacturer and we help with marketing and promotion of the EV charger rebate program.



## EV Charger Installer Services

Tap into Qmerit's nationwide network of pre-certified electrical contractors who are specialists in EV charging station installations and other electrical projects. All our contractors have up-to-date licenses, background checks and insurance.

We provide a turnkey program that connects EV buyers and commercial fleet managers seeking EV charger installations and our Marketplace will find the three best-performing contractors in your customer's geographic area so they can provide quotes.



**Qmerit**

## EV Dealer Directory

Utilities that want to increase EV adoption within their service territory must have a defined EV Dealer Network. D+R utilizes our national directory of auto dealers and identifies a specific subset of dealers that sell EV and that want to be listed in our utility clients EV Dealer Directory. We conduct outreach to all dealers in an agreed-upon geographic boundary and we deliver a comprehensive contact list of EV dealers to provide an easy EV buying experience for utility customer members.



## EV Dealer Training Services

We can support our Dealers with EV Sales Cheat Sheets and EV Sales Training Webinars. These services will be offered to all dealers within the Dealer Network. Educational content will include:

1. Mapping the EV Customer Journey and How to Position Local EV Dealers for Increased Sales
2. Developing local utilities as a powerful partner to generate interest in future EV sales.
3. Learning from EV Sales experts from around the country on how to cultivate new customers and close deals.



## Contact us today

Learn more about how D+R International can help you reach your utility goals.

Contact us for more information or to schedule a consultation with our DRIVE experts.

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