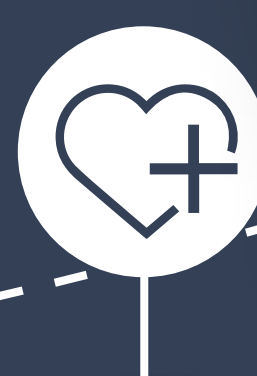
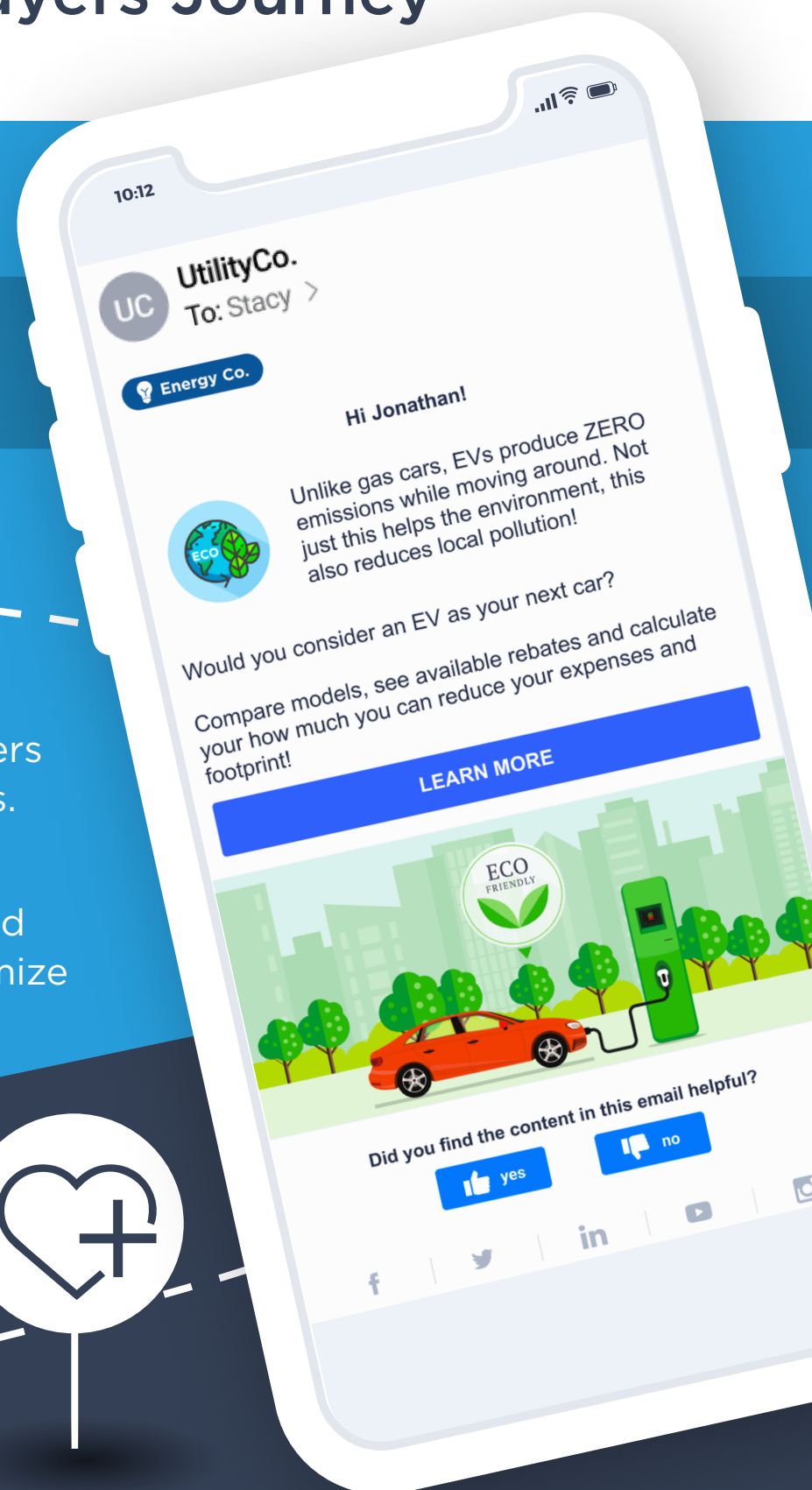




STEP 1: Awareness

As electricity experts, energy providers can play a powerful role in closing the education gap, correct misinformation and help consumers understand EV's as an appealing alternative to gas-powered vehicles.

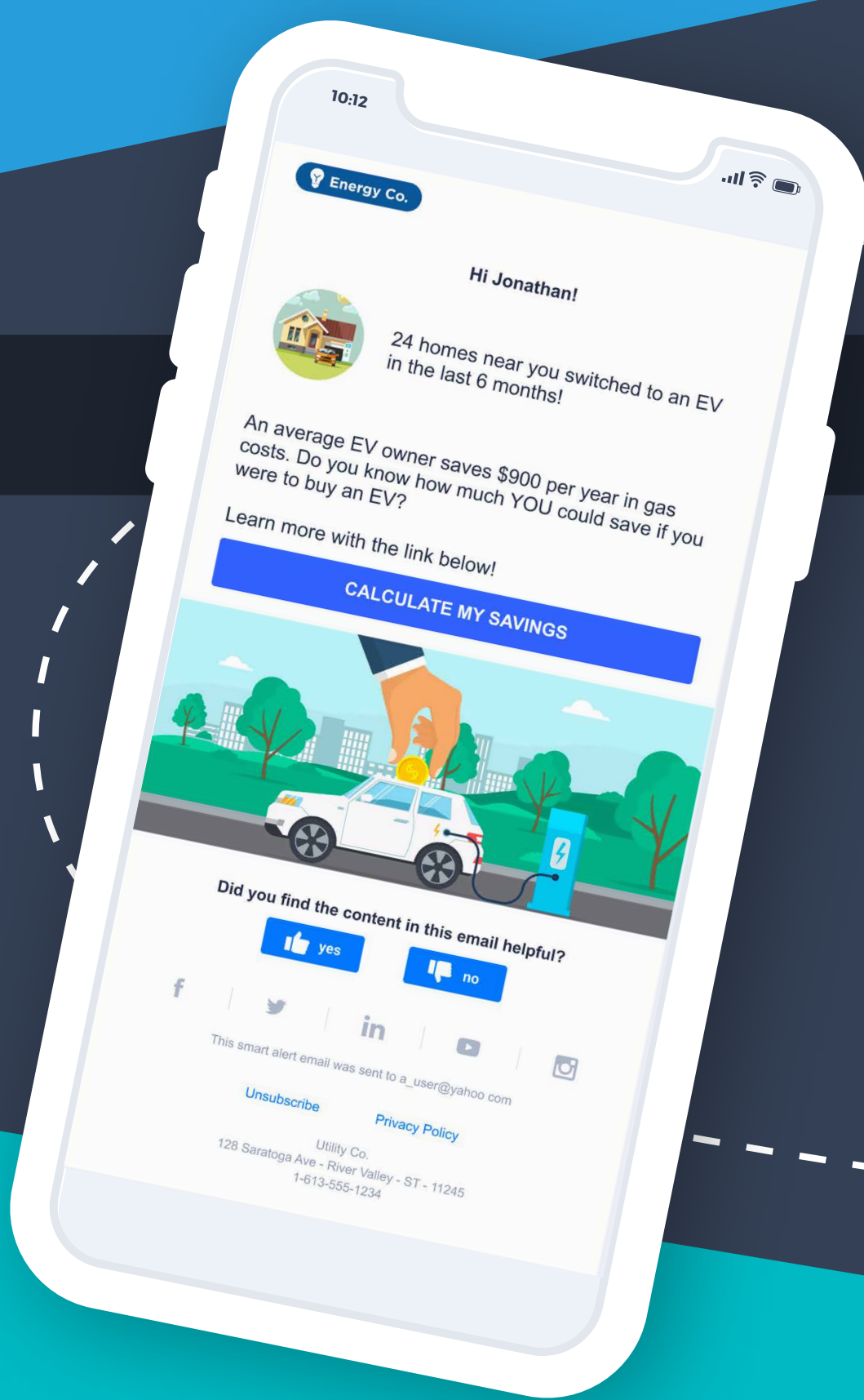
Leverage smart meter data to scale awareness programs with an emphasis on those consumers with the highest propensity to buy and personalized EV education to the highest propensity buyers to optimize marketing and engagement success and ROI.



STEP 2: Desire-to-Own

Energy providers should play an active role in moving consumers from EV awareness to the desire-to-own stage. There are no entities or experts better positioned to serve as EV influencers.

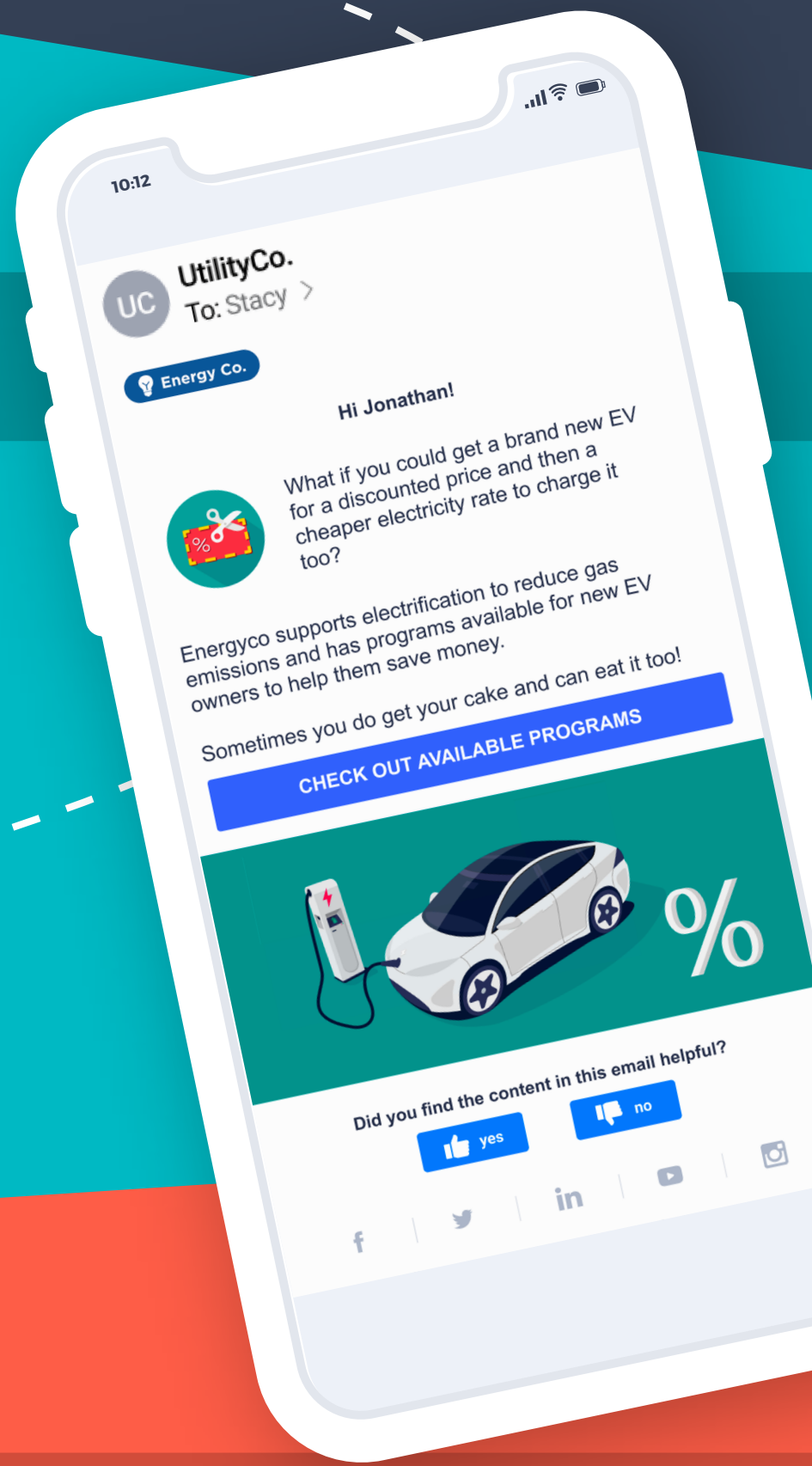
Personalize every touchpoint with a prospective EV buyer based on their unique, data-analytics-informed energy use profile. Target appeals to tap into each person's individual motivations by highlighting the EV benefits that will resonate most to encourage their decision to pursue EV ownership.



STEP 3: Research

Energy providers need to establish themselves as the leading and most trusted resource when it comes to EV research.

Use energy insights to provide a range of personalized consumer research calls-to-action, and transform one-size-fits-all buyer's guides into individualized and action-oriented research tools.



STEP 4: Shopping

Using a combination of both consumer empowerment and dealership support, energy providers can improve the EV shopping experience.

Establish EV collaborations with auto dealers located in high growth EV pockets by evaluating total charging consumption and EV load by region, zip code, substation or feeder.



STEP 5: Ownership

Energy providers should provide new drivers with information about how to get the most out of their new vehicle.

Put AI-powered EV detection to work to identify new EV owners and proactively welcome and engage with new drivers, setting them up from the start to manage their EV charging behavior and optimize their ownership experience.

