

BENEFITS

- Recognition on the City of Albuquerque's website
- Promotional media kit
- Marketing collateral for on-site use
- EV sales training to staff
- Co-marketing opportunities
- Opportunity for marketing and program development with the City of Albuquerque

REQUIREMENTS

1. EV/PHEV and ICE inventory on lot
2. Actively sell and advertise EV/PHEVs
3. Share monthly EV/PHEV sales data with the City
4. Two sales staff members must train with the City twice per year
5. Functioning EV charging station on site at the dealership and available to customers
6. Participate with the City in cross-promotion marketing

SALES STAFF TRAINING

Each training will last approximately one hour and cover key items including:

- Overview of Albuquerque EV programming
- How to engage with prospective EV buyers
- EV charging overview

The City of Albuquerque has introduced a new Electrified Dealer Program designed to enhance the electric vehicle (EV) purchasing experience and help increase EV purchasing and leasing in the Albuquerque area. Through this program, local dealers can take advantage of specialized EV training and educational materials.

We can't transport our city to the future without you.

You're invited to join us as an Albuquerque Electrified Dealer to help drive EV sales in our region.

To learn more about the program, please email:

tspencer@electrificationcoalition.org