

Efficiency Vermont Electric Vehicle Dealer Program

The Electric Vehicle Dealer Program was launched by Efficiency Vermont as a pilot in 2021 – 2023 and has been renewed for 2024-2026. It supports the adoption of electric vehicles and plug-in electric vehicles (EVs) across the state. The program features a network of new and used car dealers who have demonstrated a commitment to promoting EVs, and in return receive benefits such as funding for dealer EV improvements, dealer incentives, and trainings covering EV topics of interest to the Vermont dealer community.



The EV Dealer Program is offered through Efficiency Vermont's [Efficiency Excellence Network](#) (EEN). The EEN is comprised of professionals across various industries and trades who are committed to providing their customers with the highest-quality energy efficiency products and services, in partnership with Efficiency Vermont. Dealers who join the program will become members of the EEN as EV Dealers.

The EV Dealer Program is complemented by a statewide EV education campaign, the goal of which is to increase consumer awareness of, familiarity with, and interest in EVs.

Program Benefits

Financial incentives are available on an annual basis from 2024 - 2026. Incentive levels and limits may change with 30 days' notice.

EV Readiness Incentive

*Invest in the equipment, tools, and training your dealership needs to be able to sell and service EVs and receive up to \$25,000 for the **program period**.*

- >New Car Dealerships receive 50% of cost per project up to \$25,000
- >Used Car Dealerships receive 90% of cost per project up to \$25,000

- Incentive eligibility:
 - Charging stations and installation costs (including electrical infrastructure upgrades)
 - Service tools and equipment specific to EVs
 - EV trainings or certification programs for technicians or service department staff
 - Other – confirm eligibility with Efficiency Vermont
- Must be completed between July 1, 2024 – December 31, 2026
- Contact your Account Manager for additional details

Dealership and Salesperson EV Sales Incentives (opt-in)

Receive \$400 for each new or used EV sold/leased to a Vermont customer, up to 50 sales per year.

- Incentive is for new or used plug-in EV sold/leased between March 2024 – December 2026
- Dealer must opt-in to incentive offer at time of program enrollment
 - By opting-in, dealer commits to sharing at least 50% of the sales incentive with the salesperson
- Incentive does not need to be passed through to customer
- View incentive form for additional details: <https://www.efficiencyvermont.com/Media/Default/docs/trade-partners/technical-resources/EV-dealer-sales-submission-form.xlsx>

Training & Education

- EV Sales Training (mandatory upon enrollment) – information on Vermont EV market trends, customer benefits, and customer incentive programs
- Other training topics to be determined based on feedback from program participants
- Trainings may be offered on-site at the dealership or online (live webinar, or pre-recorded for on-demand viewing)

Marketing & Promotional Support

- Promotion of EEN EV Dealers through a statewide EV consumer awareness and education campaign developed and launched in partnership by Efficiency Vermont, Drive Electric Vermont, electric utilities, and others
- Up to \$1,500 annually in co-op funding to support EV advertising
- Listing on Efficiency Vermont's [Find a Pro or Retailer](#) tool
- In-store materials promoting the benefits of EVs and Vermont incentives
- Use of the EEN and Efficiency Vermont logo/brand

Program Requirements

Program Enrollment

1. Contact een@efficiencyvermont.com to request the participation agreement.
2. Review and sign the EV Dealer Participation Agreement, and submit with the following:
 - a. Copy of Dealer Registration Application form
 - b. Historical sales data dating back to January 2019 or as far back as records exist
 - c. W9 – required to receive financial incentives
 - d. Efficiency Vermont Confidentiality and Information Management Systems (CIMS) agreement
3. Attend an Efficiency Vermont EV Sales Training. At least two sales staff must attend.

Dealer will be eligible to receive program benefits starting on the date that the agreement is signed by all parties.

Questions? Contact Nicole Bourassa, EV Dealer Program Manager, at nbourassa@veic.org.

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