

Which Dealers Are EV Friendly – 2024 Update

Post by Barry Kresch

Can You Recommend a Dealership?

It is a common query we get. A consumer is shopping for an EV that isn't a Tesla, Rivian, or Lucid. Maybe they had a poor dealer experience or their friend had a poor experience. Either way, they don't want to waste their time walking into a dealership only for a salesperson to try and switch pitch them to ICE. That is by far the biggest complaint we hear. Followed by dealers who are clueless about EVs generally, don't have a vehicle charged for a test drive, whose one EV expert "isn't here right now," or don't know the incentives.

Using CHEAPR as a Proxy

While we have had personal interactions with some dealers, there are 270 licensed new car dealers in the state and we certainly don't know all of them. Our workaround is to use CHEAPR rebates as a proxy. It isn't perfect as some dealers do not sell CHEAPR-eligible vehicles. (The CHEAPR program has an MSRP* cap of \$50,000.) And some manufacturers barely make any EVs. But for certain makes, it works well. We sort the data by make and compare like to like.

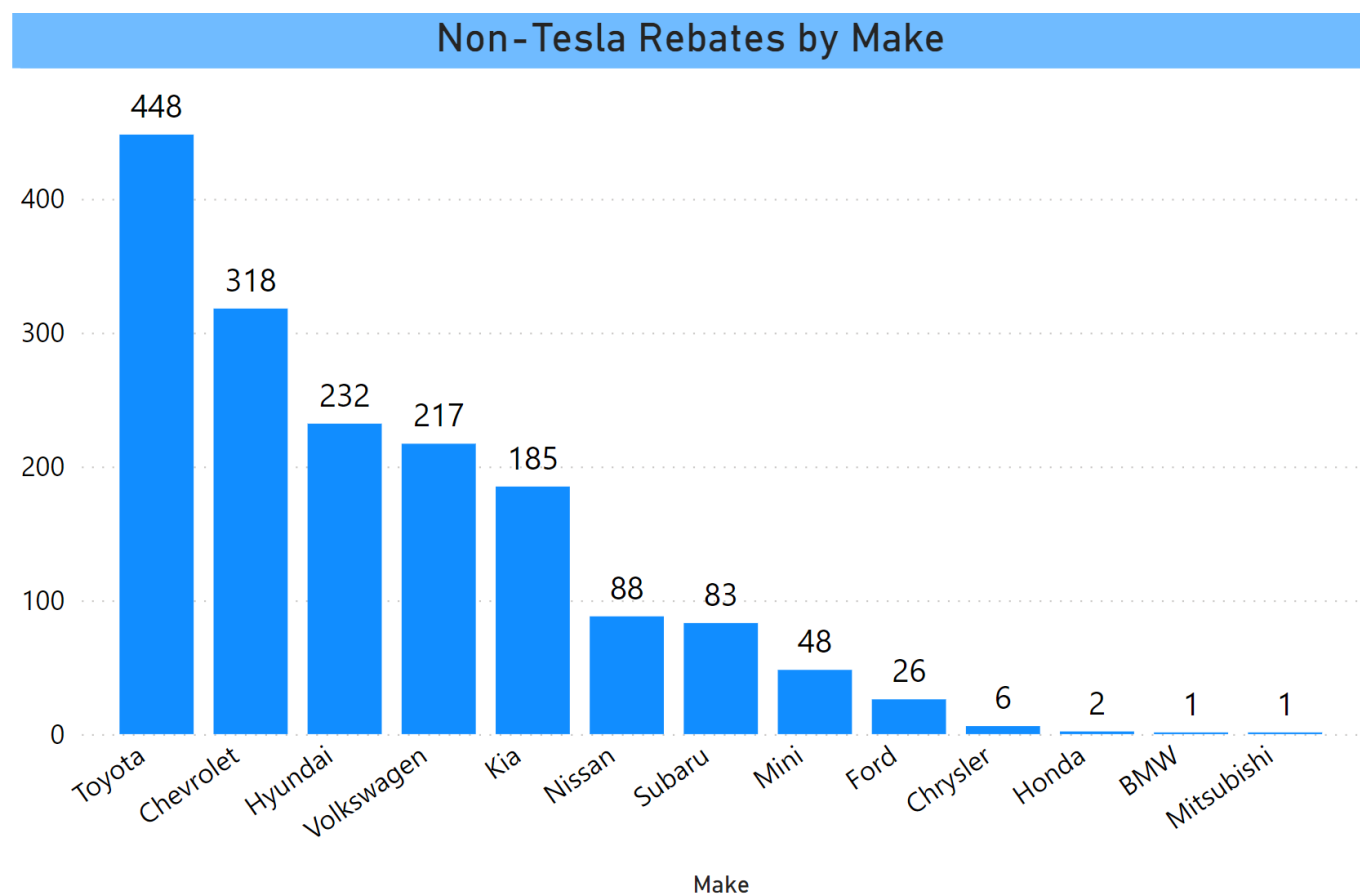
This information was compiled using data from the CHEAPR portal through December 21. There were 3677 CHEAPR rebates awarded in 2023 to this point. The program has been running pretty hot. Of these, 2022 were for Tesla and the remaining 1655 were spread amongst the other makes.

While we don't quite have the entire year, we do have plenty of data to portray the good, bad and the ugly. As we have seen

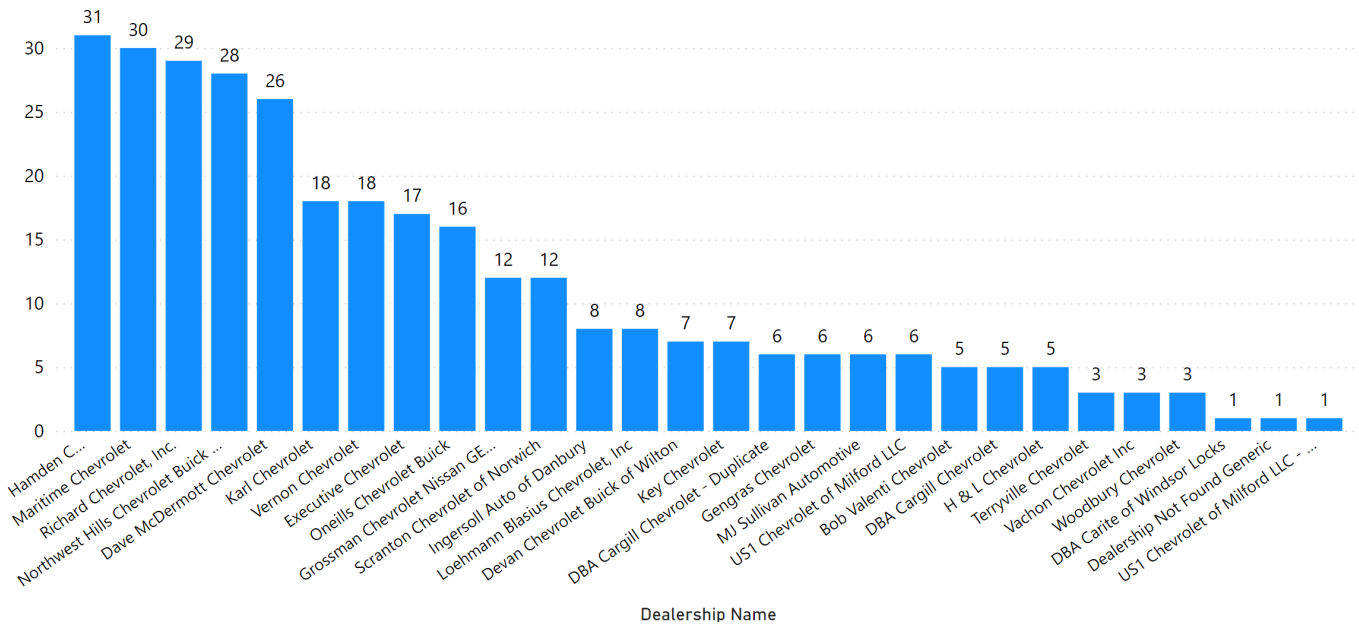
in past years, some dealers do a great job and some don't even seem to know how to spell "EV." There may be (and probably are) dealers for a given make that do not appear in these charts. That would happen if they had zero rebates.

Both battery electric vehicles (BEV) and plug-in hybrid vehicles (PHEV) are included in the data. The first chart is the number of rebates by make for non-Tesla brands, followed by dealership detail for all makes with a minimum of 10 rebates, listed alphabetically by make.

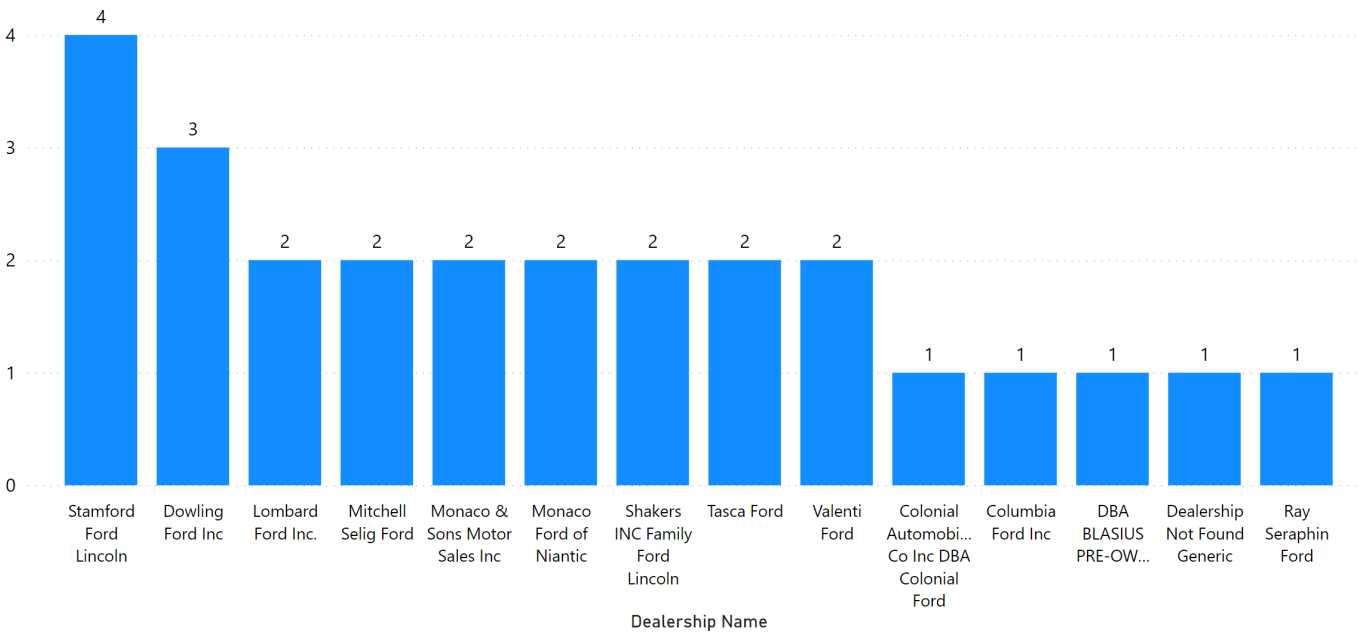
*The MSRP cap in CHEAPR is the base price of a given trim level, before options.



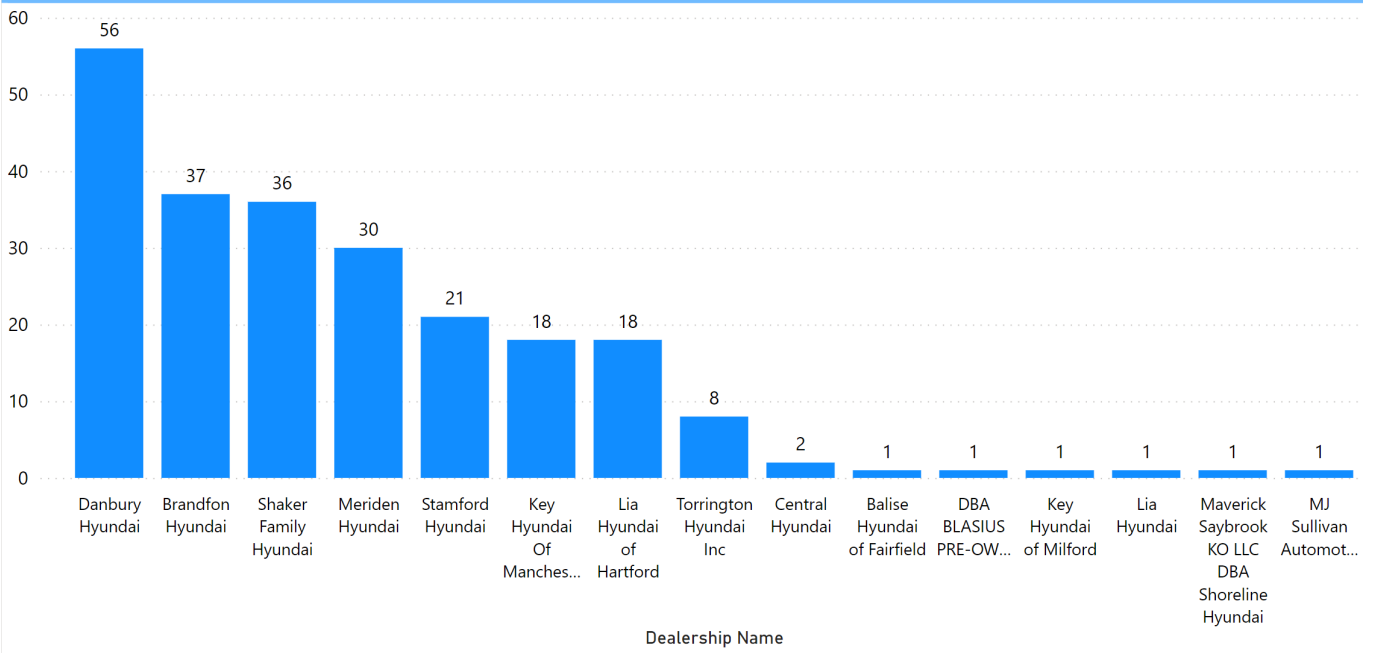
Count of CHEAPR Rebates By Dealership - Chevrolet



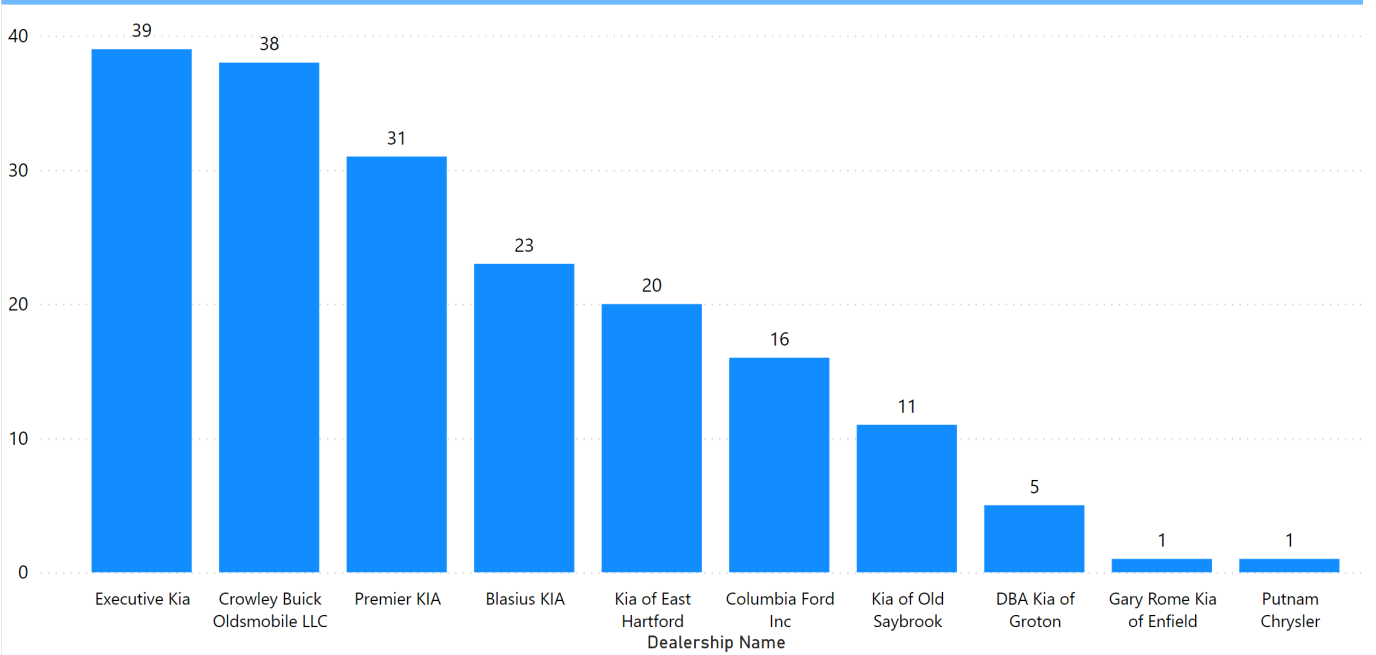
Count of CHEAPR Rebates By Dealership - Ford



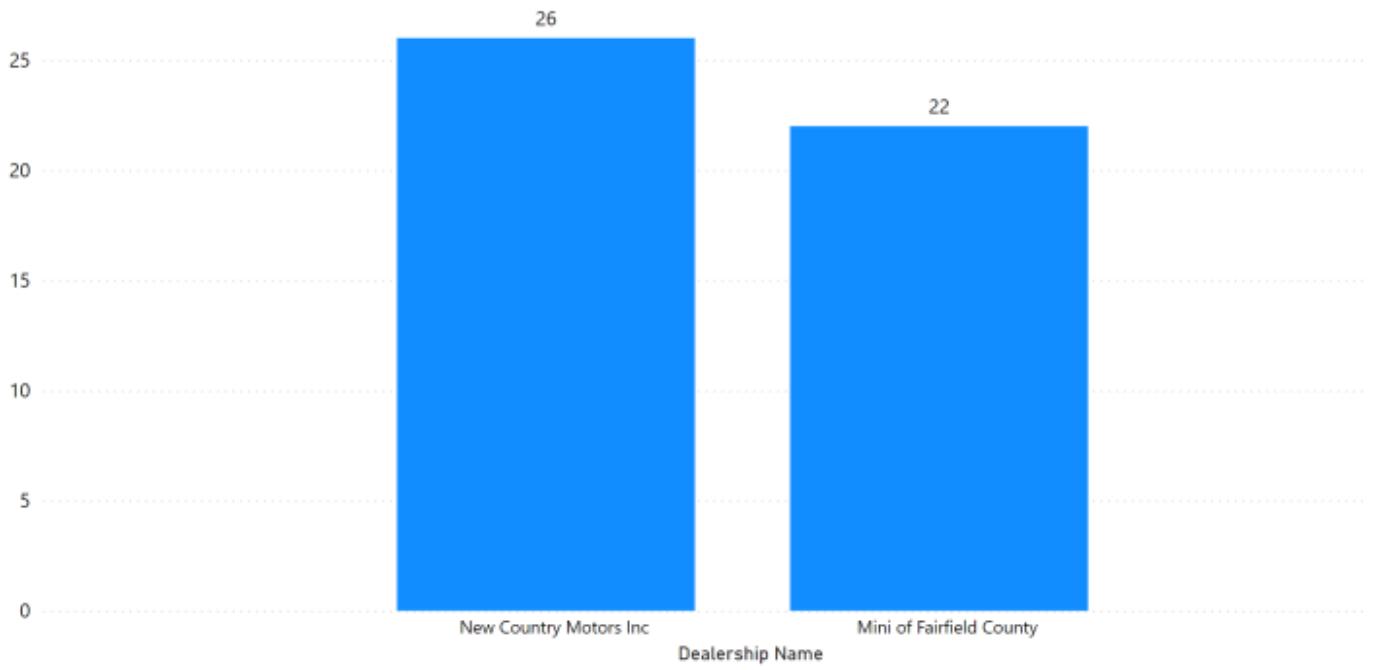
Count of CHEAPR Rebates By Dealership - Hyundai



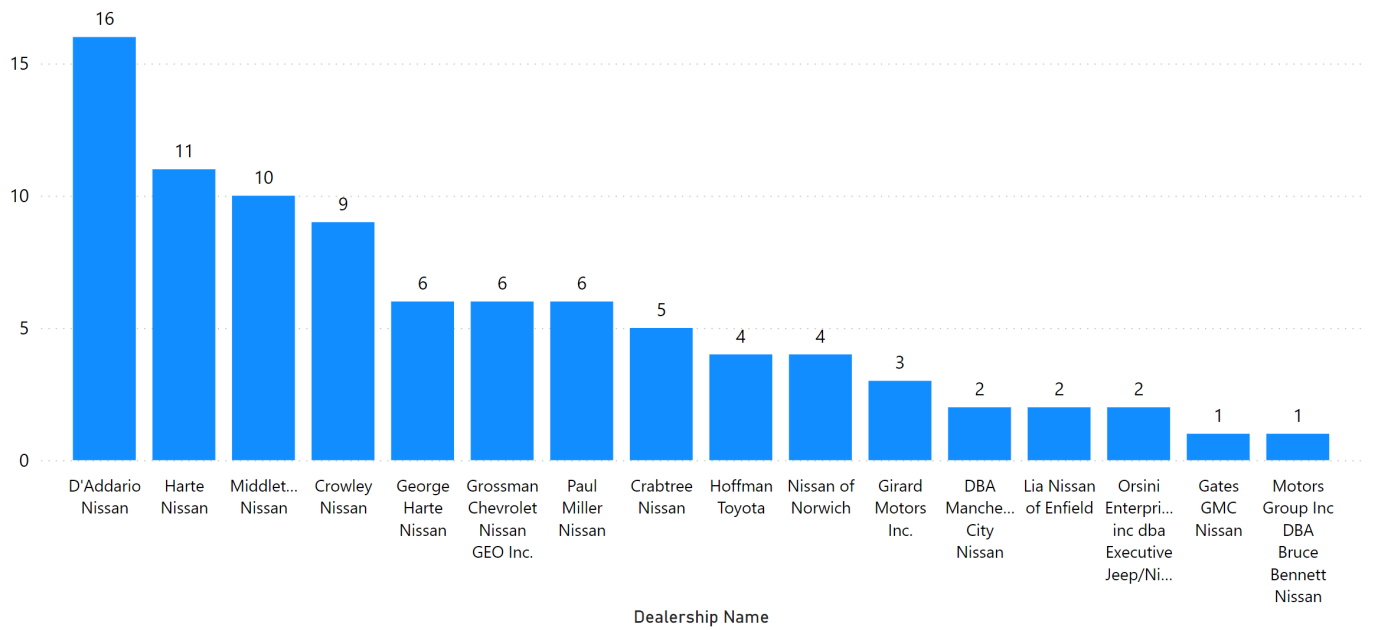
Count of CHEAPR Rebates By Dealership - Kia



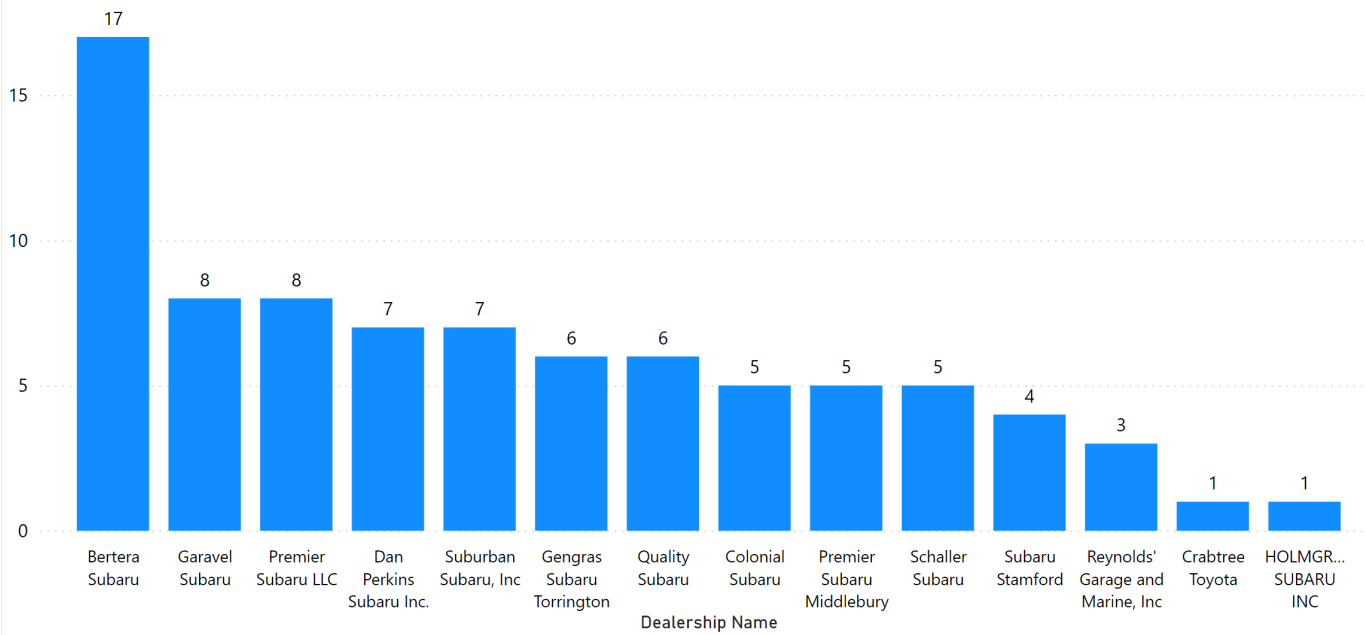
Count of CHEAPR Rebates By Dealership - Mini



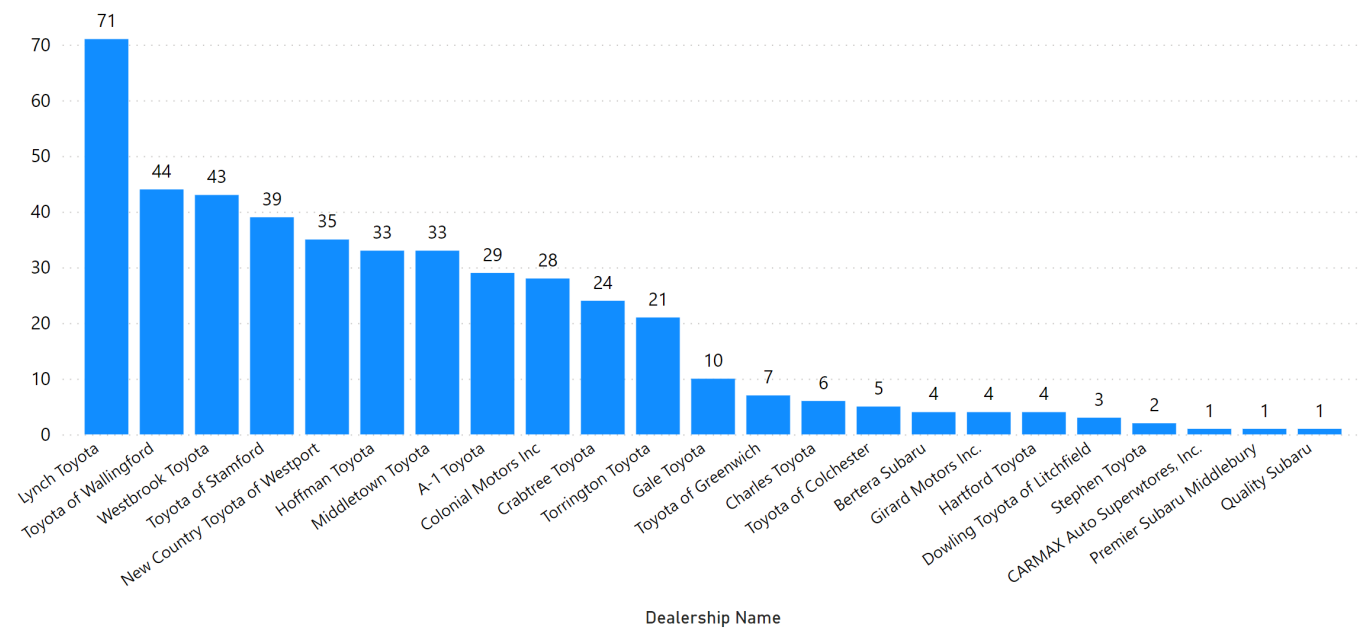
Count of CHEAPR Rebates By Dealership - Nissan



Count of CHEAPR Rebates By Dealership - Subaru



Count of CHEAPR Rebates By Dealership - Toyota



Count of CHEAPR Rebates By Dealership - Volkswagen

