

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.

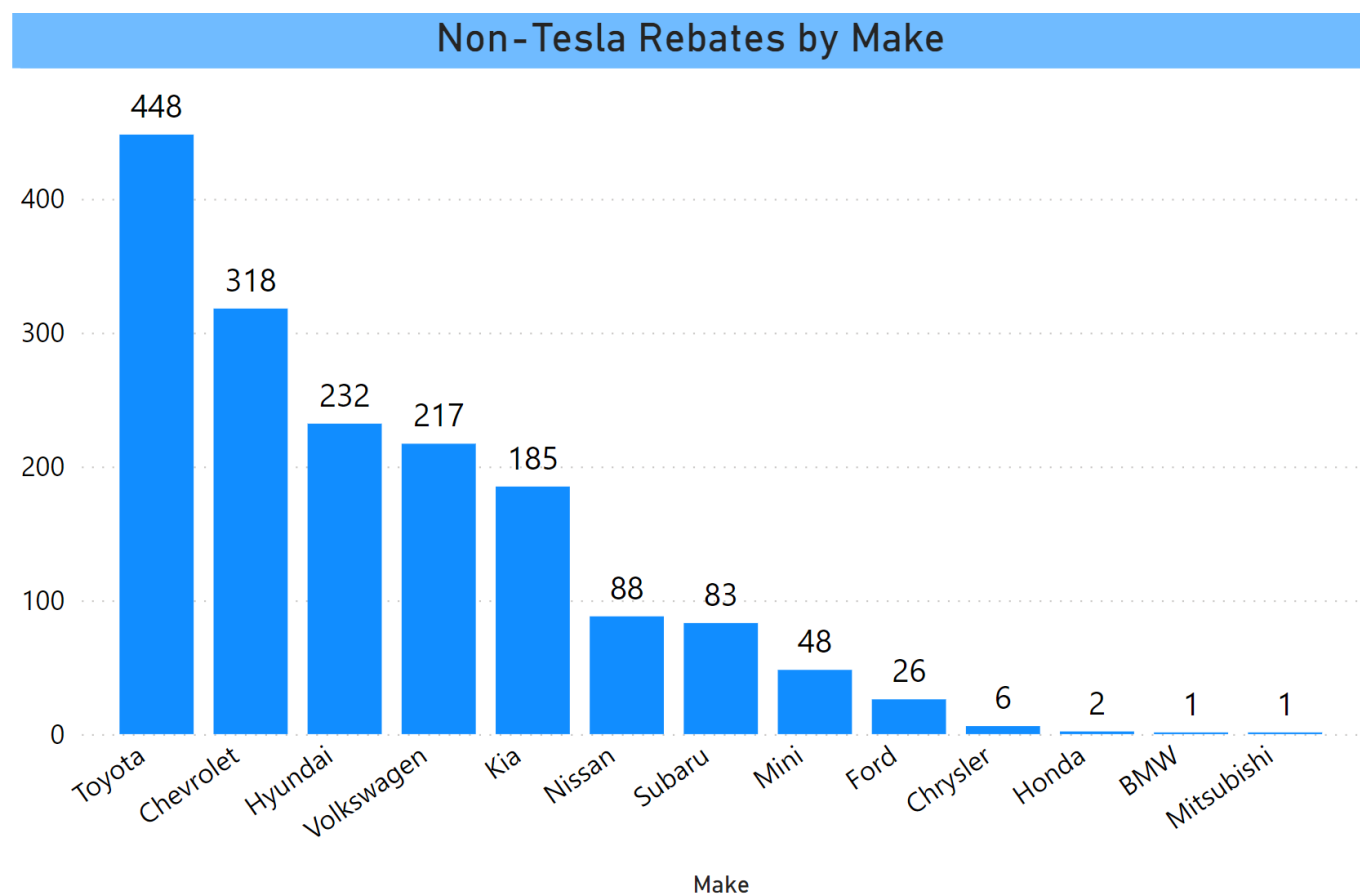
This information was compiled using data from the CHEAPR portal through December 21. There were 3677 CHEAPR rebates awarded in 2023 to this point. The program has been running pretty hot. Of these, 2022 were for Tesla and the remaining 1655 were spread amongst the other makes.

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

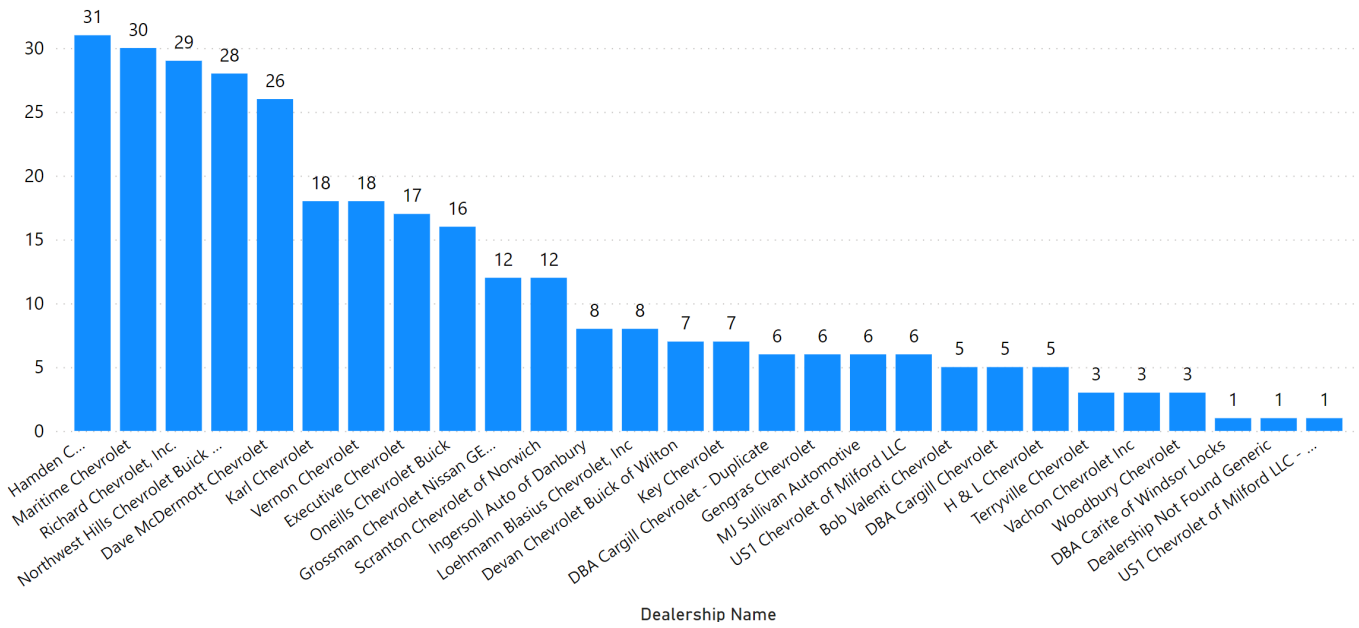
in past years, some dealers do a great job and some don't even seem to know how to spell "EV." There may be (and probably are) dealers for a given make that do not appear in these charts. That would happen if they had zero rebates.

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.

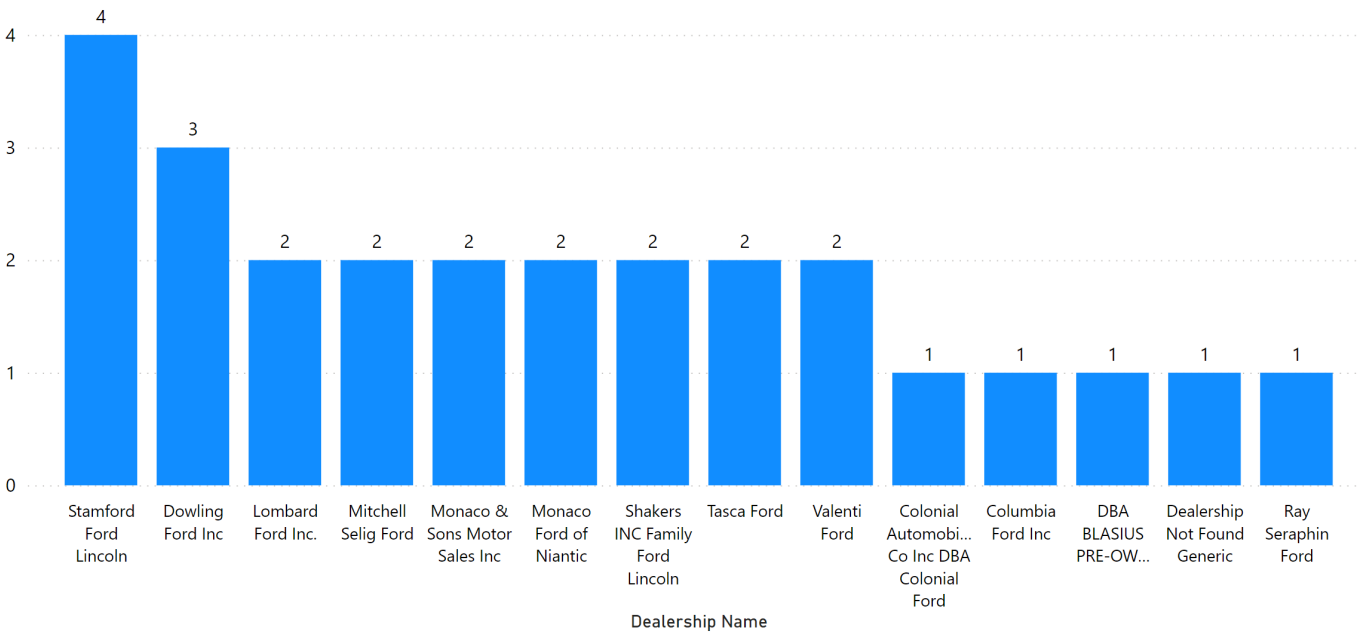
*The MSRP cap in CHEAPR is the base price of a given trim level, before options.



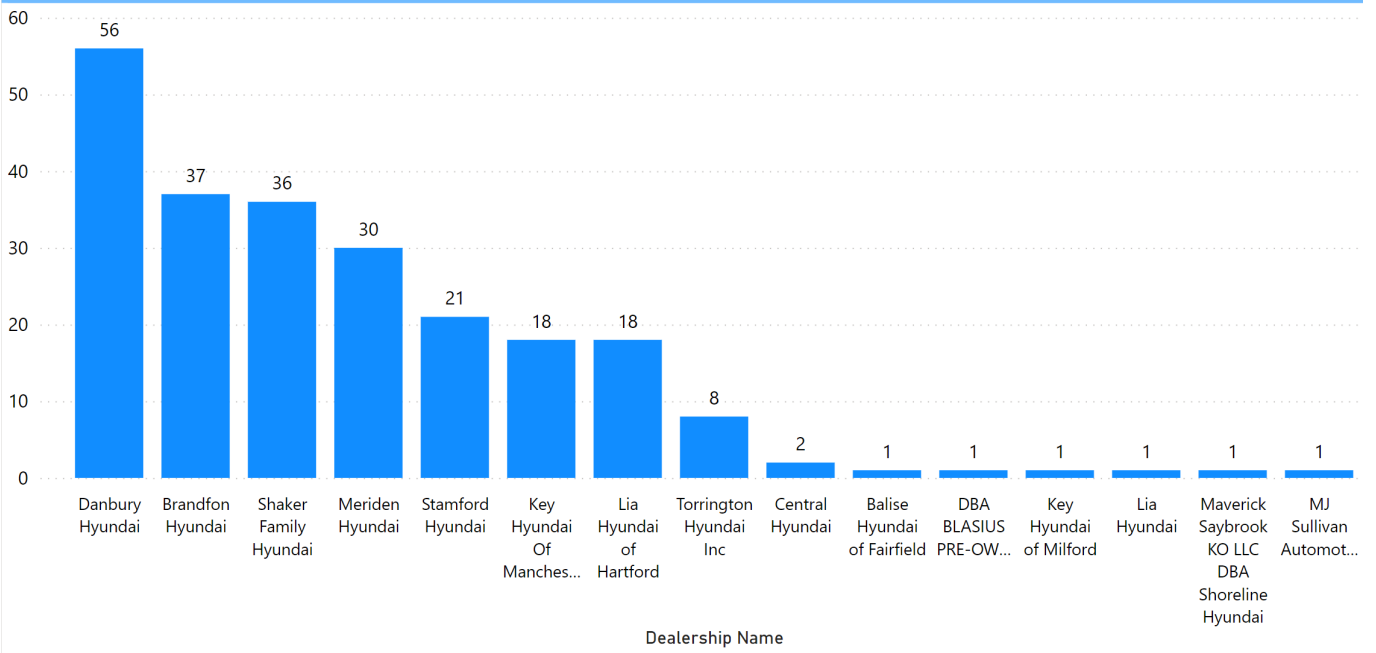
Count of CHEAPR Rebates By Dealership - Chevrolet



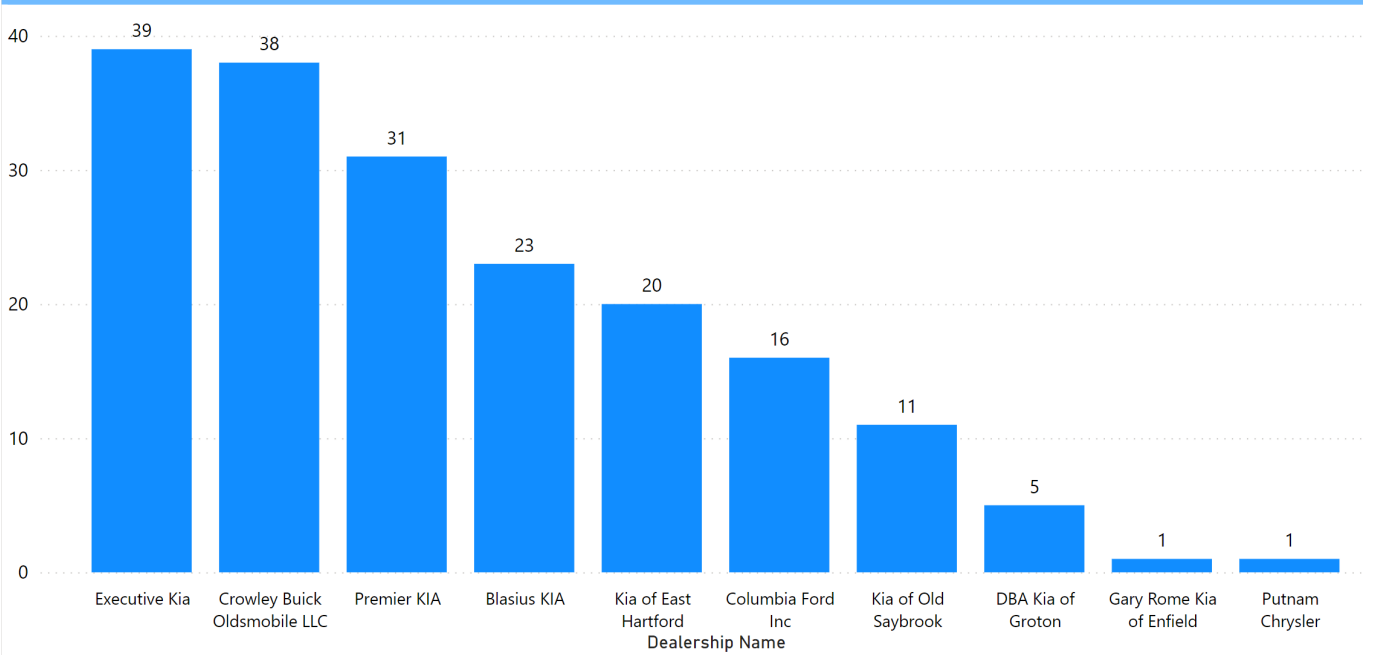
Count of CHEAPR Rebates By Dealership - Ford



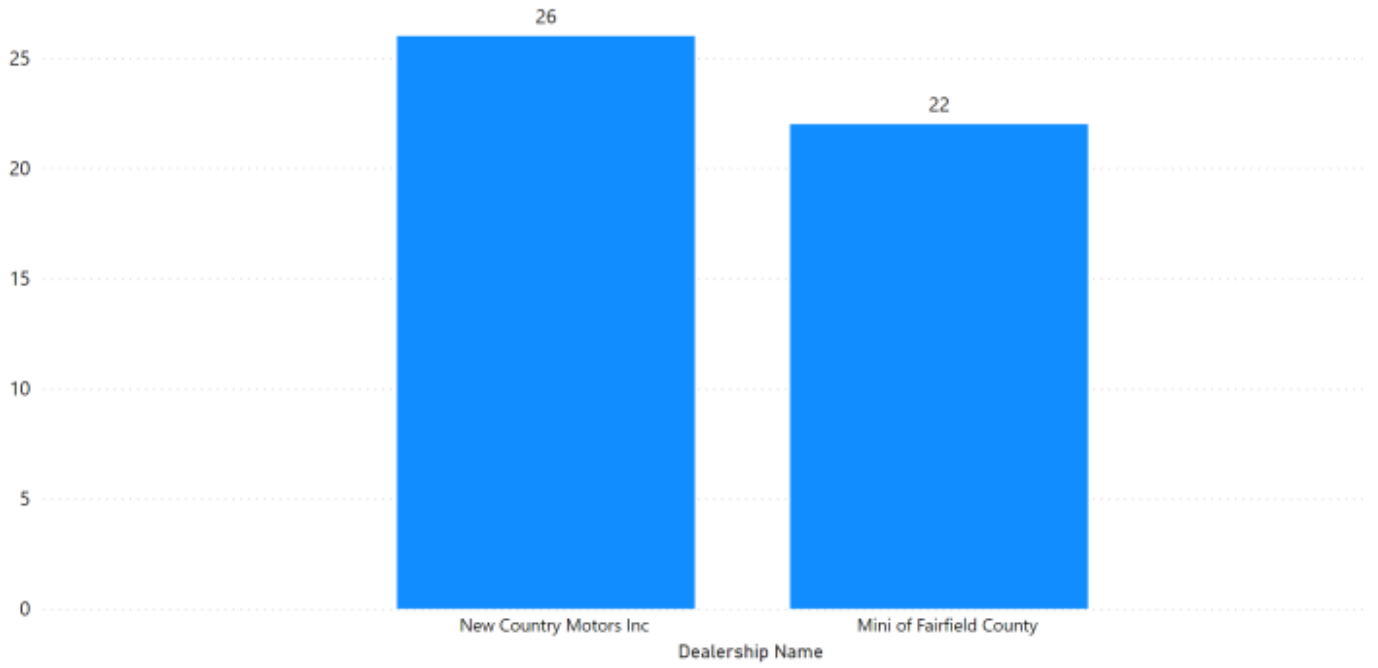
Count of CHEAPR Rebates By Dealership - Hyundai



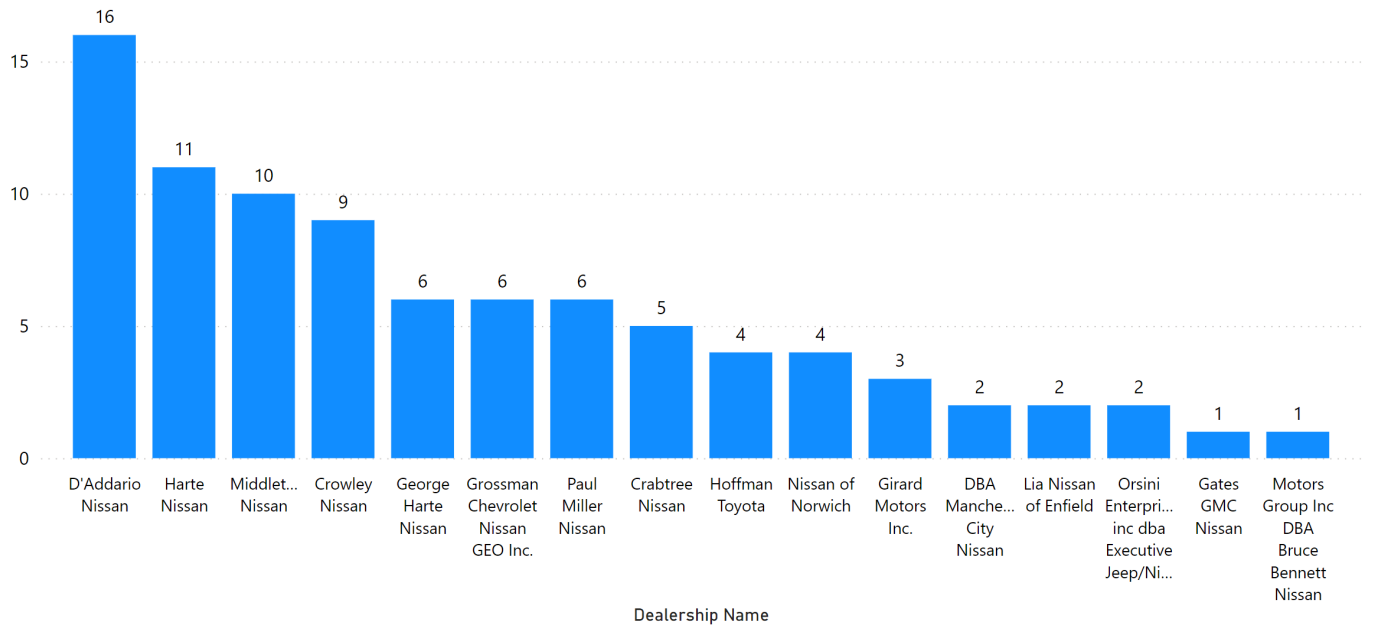
Count of CHEAPR Rebates By Dealership - Kia



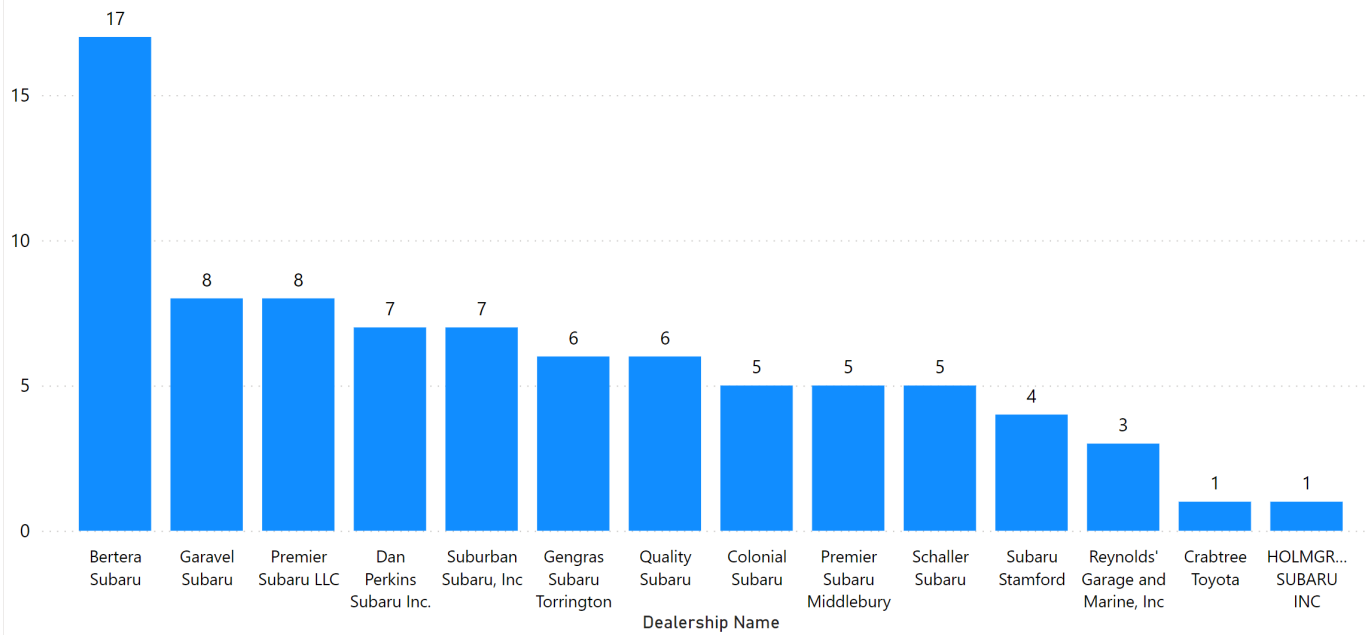
Count of CHEAPR Rebates By Dealership - Mini



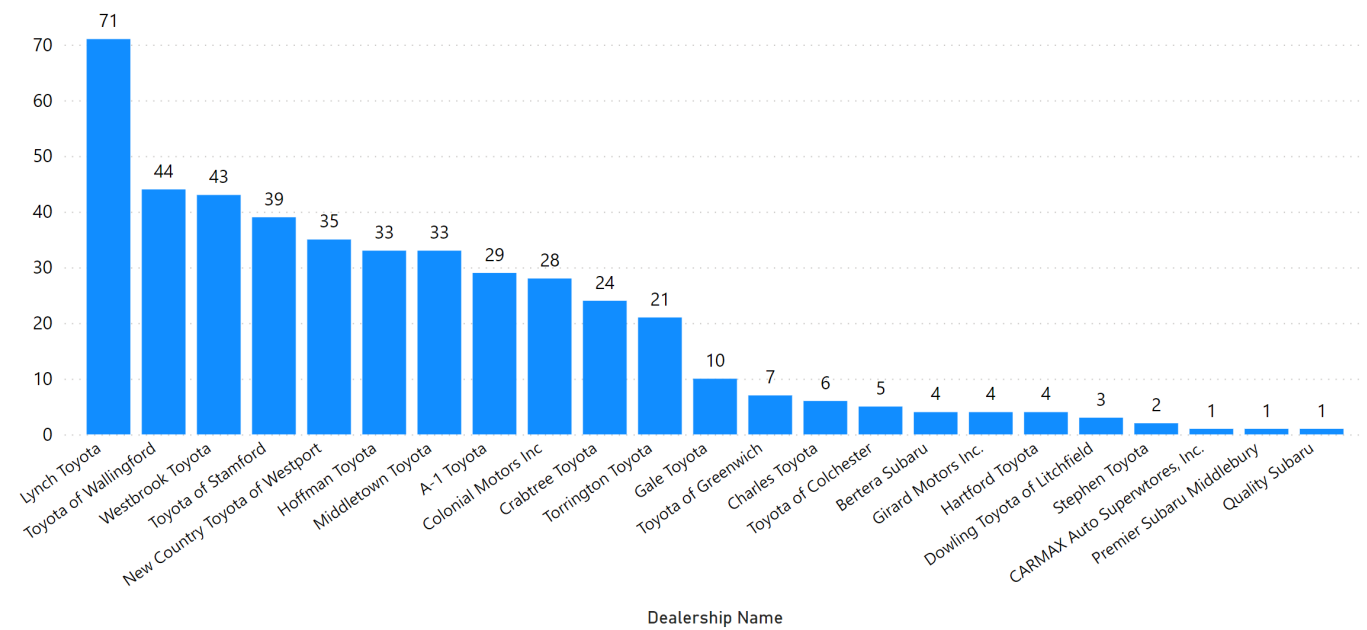
Count of CHEAPR Rebates By Dealership - Nissan



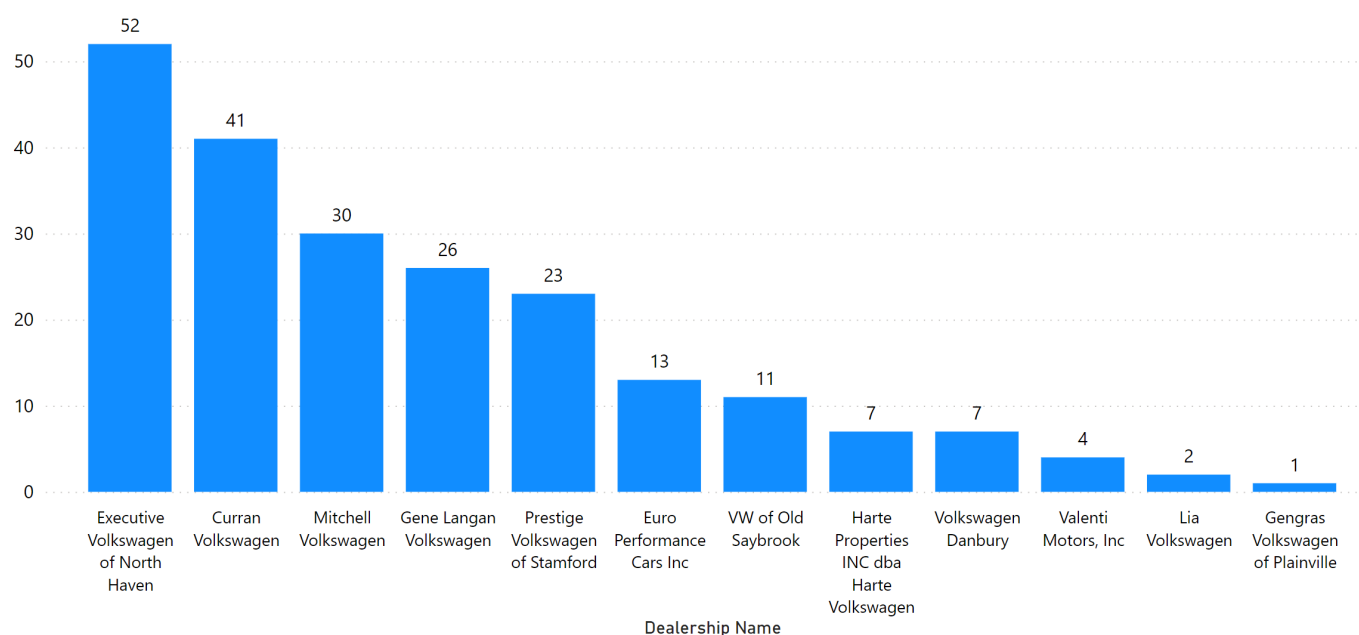
Count of CHEAPR Rebates By Dealership - Subaru



Count of CHEAPR Rebates By Dealership - Toyota



Count of CHEAPR Rebates By Dealership - Volkswagen



Where Should I Buy An EV – 2023 Edition

Post by Barry Kresch

CHEAPR as a Proxy for EV-Friendly Dealers

It is not unusual for a consumer to reach out to us, usually after a bad sales experience, and ask if we can recommend a dealership. We have some recommendations from members who have had good experiences, but nothing that covers every vehicle make and every dealership across the state. This is our attempt to at least partially address this.

We are using CHEAPR rebates sorted by dealership within vehicle make as a rough proxy for dealer EV-friendliness.

There are some limitations. Not all makes have CHEAPR-eligible vehicles. They may be too expensive (e.g. Jaguar) or they're just not in the game (e.g. Honda). EV prices have gone up in this inflationary time and the CHEAPR MSRP cap was \$42,000 for the first 6 months of the year, rising to \$50,000 as of July.

There have been continued difficulties with vehicle availability, but at least we are comparing like to like.

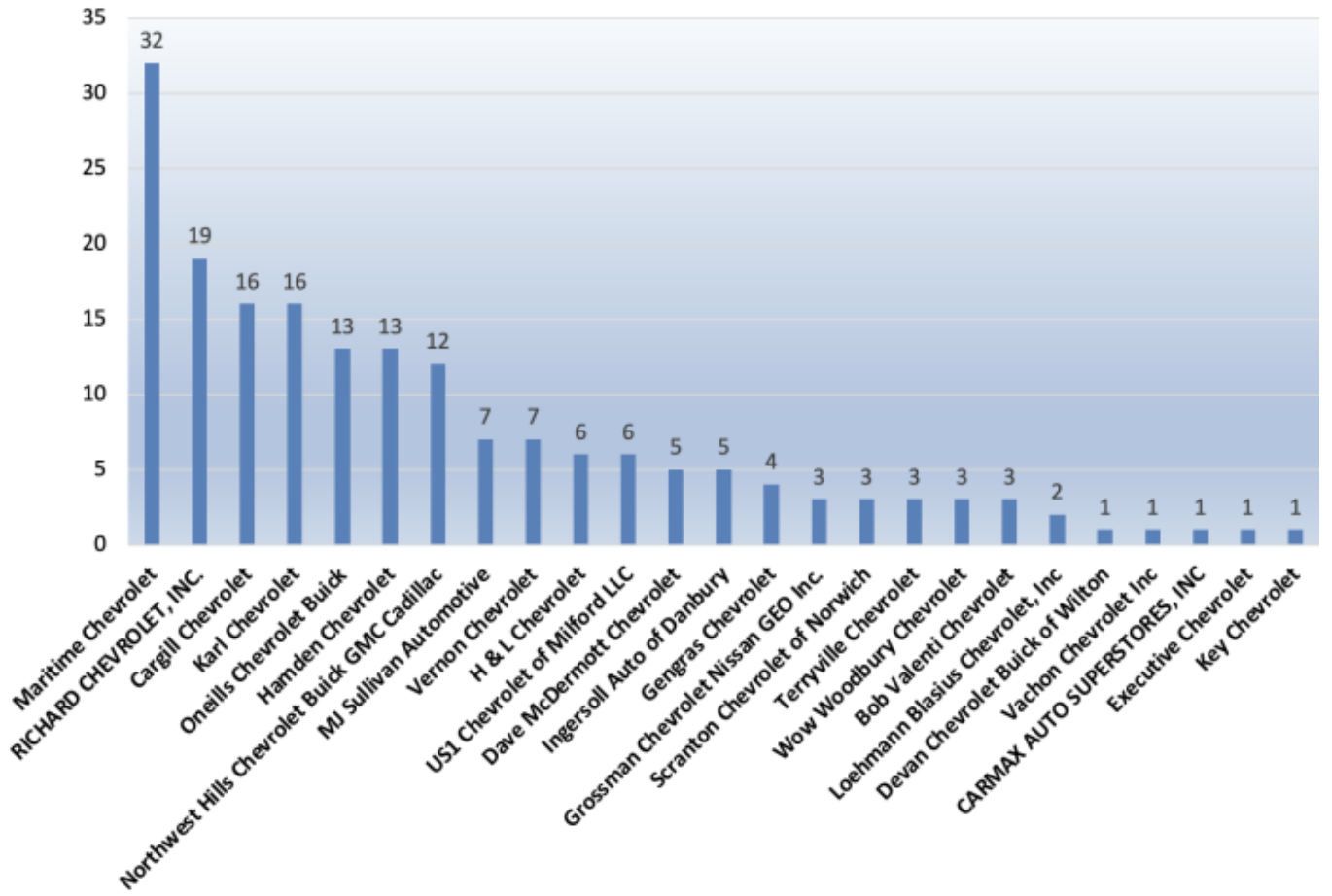
Some dealerships are charging a "market adjustment," meaning the vehicles are being sold for above the MSRP. That does not get reflected in CHEAPR. The MSRP cap is based on the manufacturer's base MSRP for the trim level without options. That may, however, have deterred some consumers from doing business with them.

There continues to be wide variation among dealership performance, as in past years. If you know of a dealership but do not see it in the charts, that means there were no rebates associated with it in 2022. Sometimes there seems to be a conflict in that a particular dealership name includes a different make than some of the rebates credited to it. That is because the way the dealership name is represented in the data does not indicate that it sells other makes. I cross-checked all the instances of this and the data are correct.

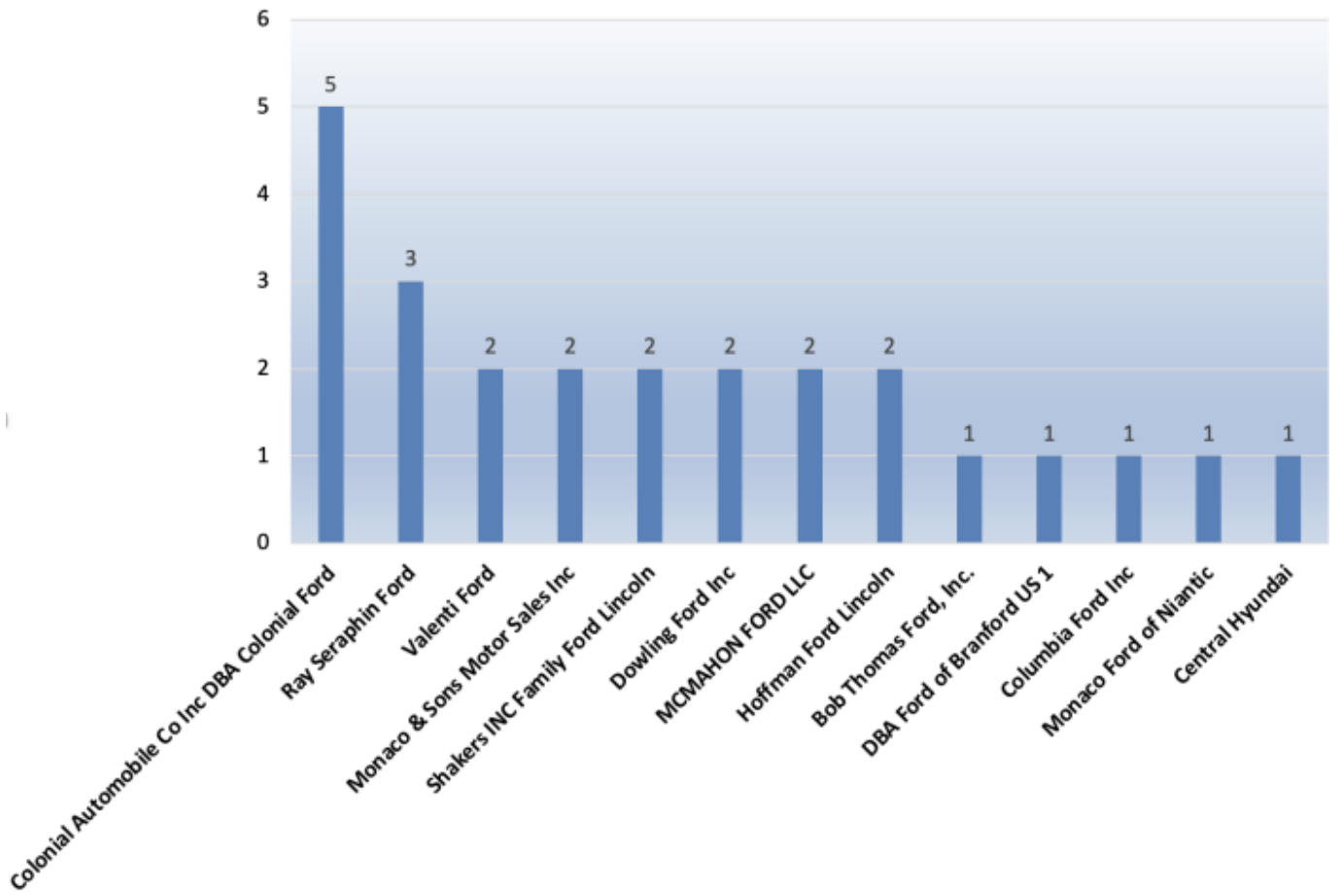
Mitsubishi, which had only one rebate is omitted. Subaru, also with a low count, is included. Chevy and Toyota drove the biggest numbers. Tesla is omitted for obvious reasons.

Rebates by dealership in alphabetical order by make and ranked by the number of rebates within make. All data from the Center for Sustainable Energy.

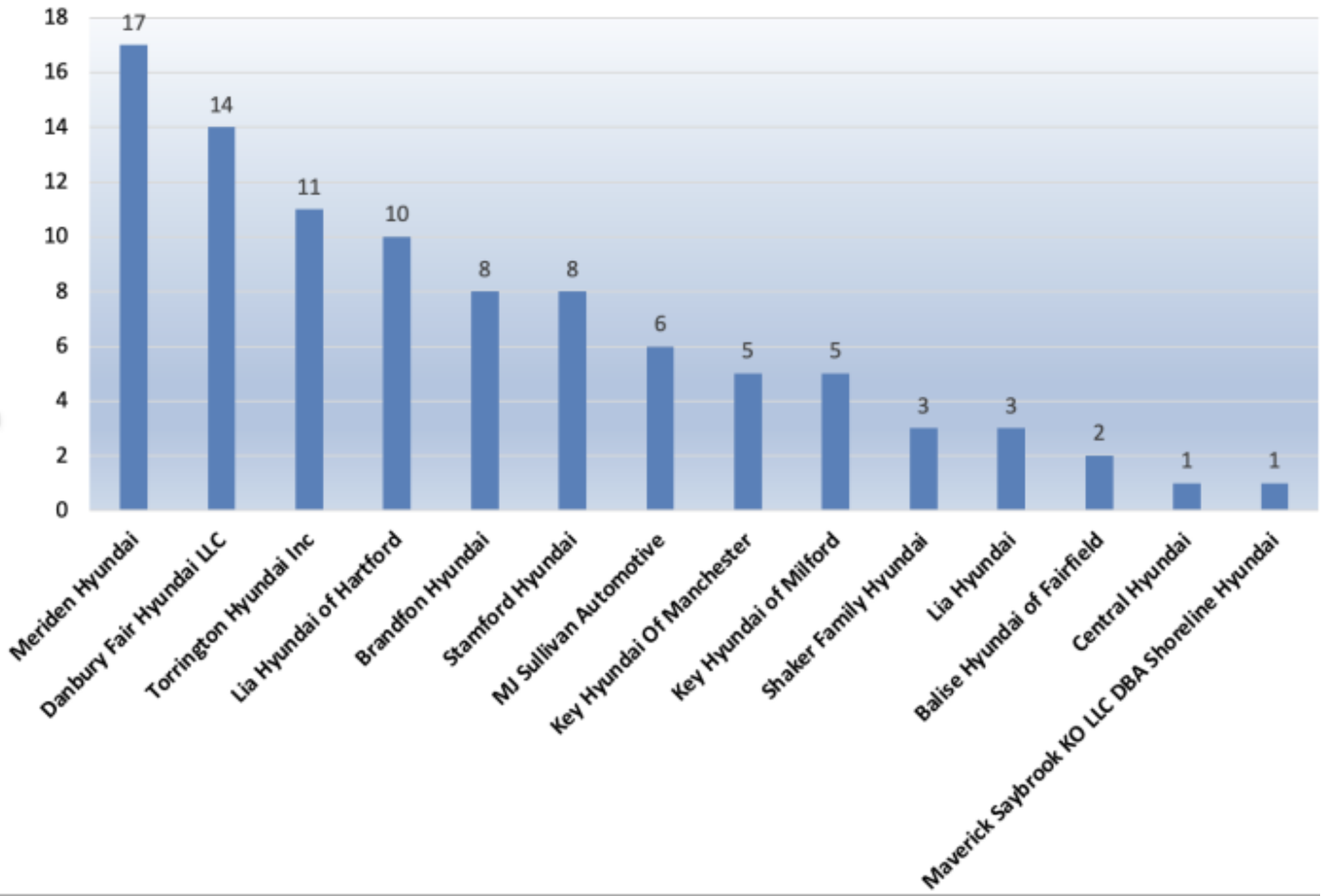
Chevrolet 2022 Rebates by Dealership



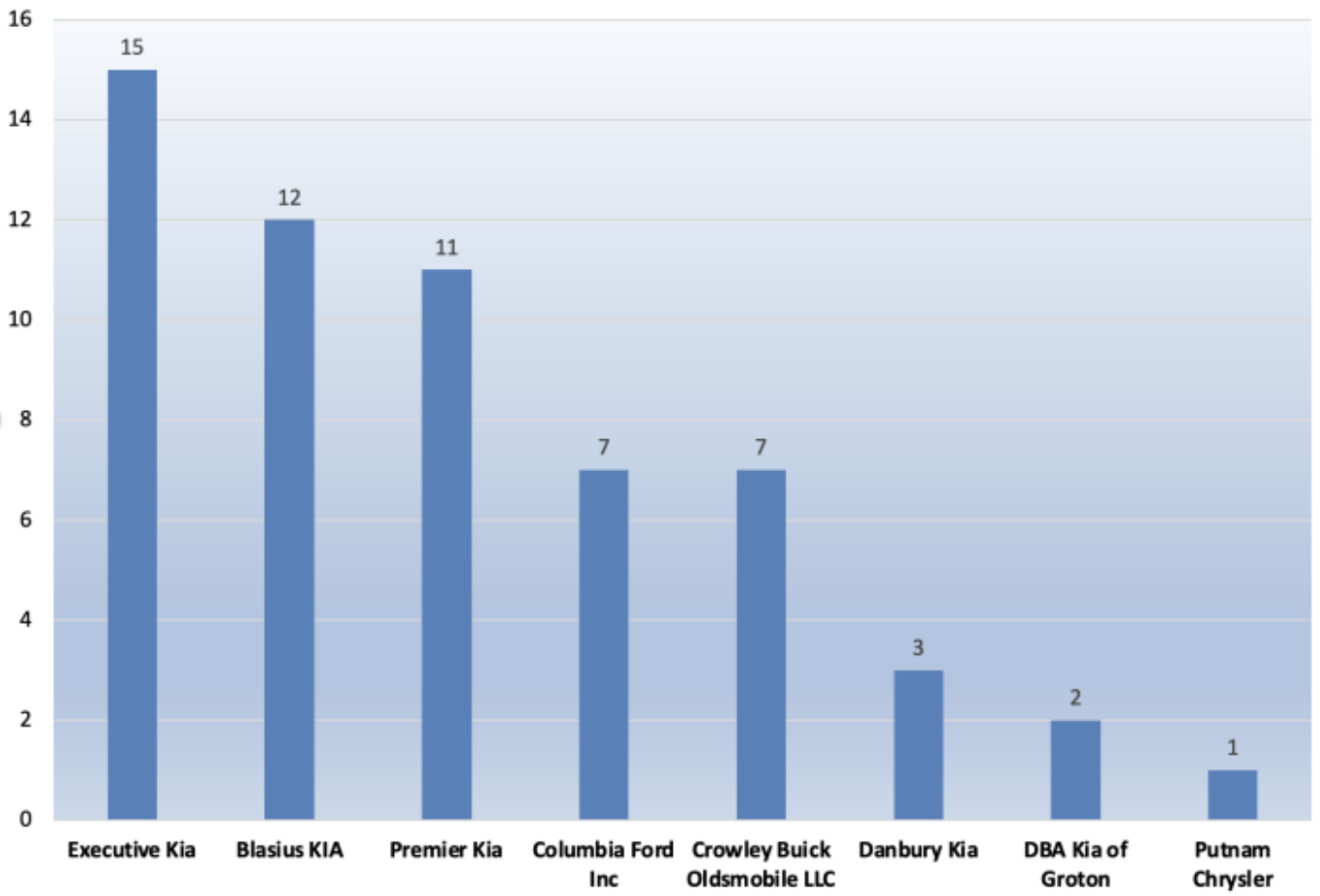
Ford 2022 Rebates by Dealership



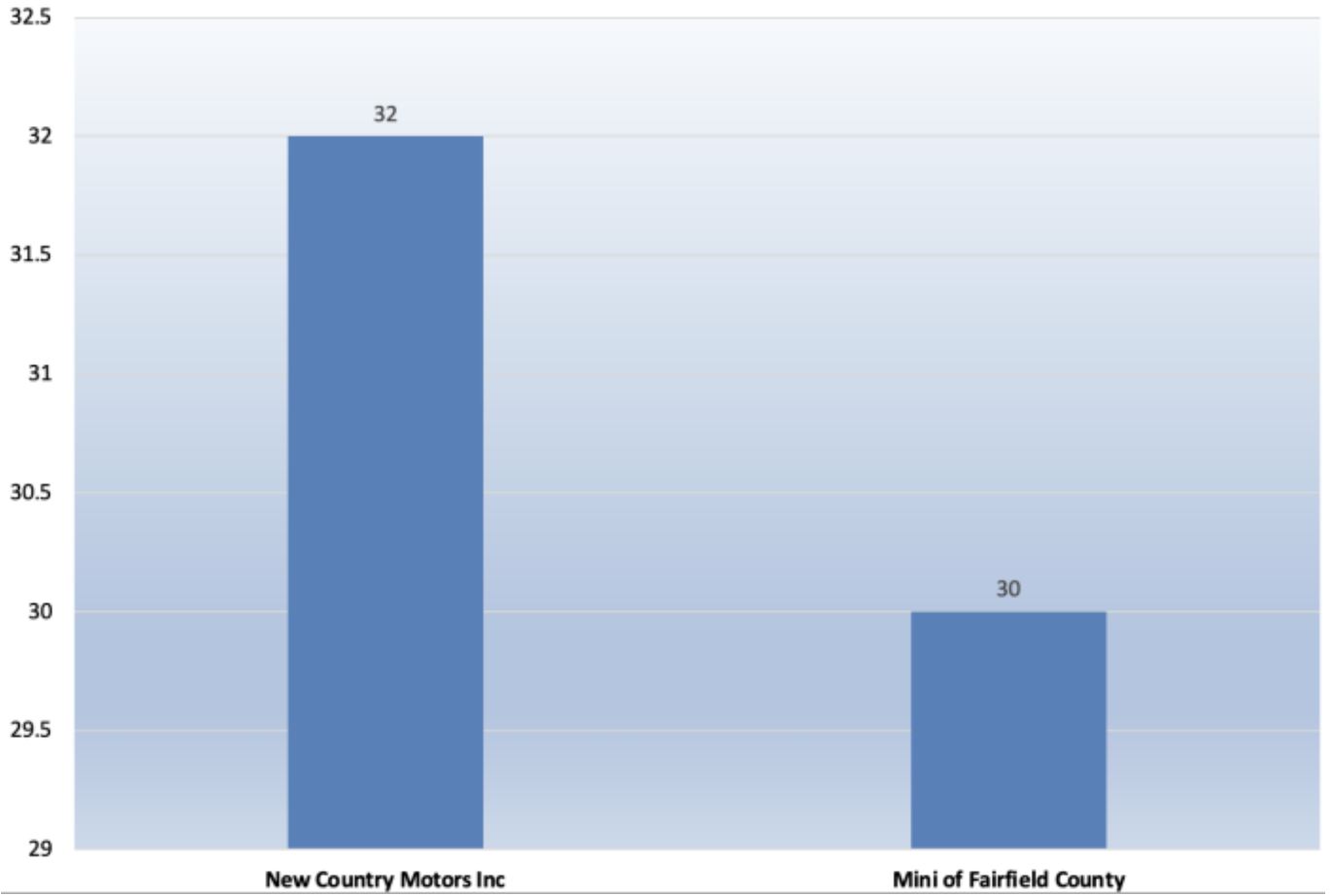
Hyundai 2022 Rebates by Dealership



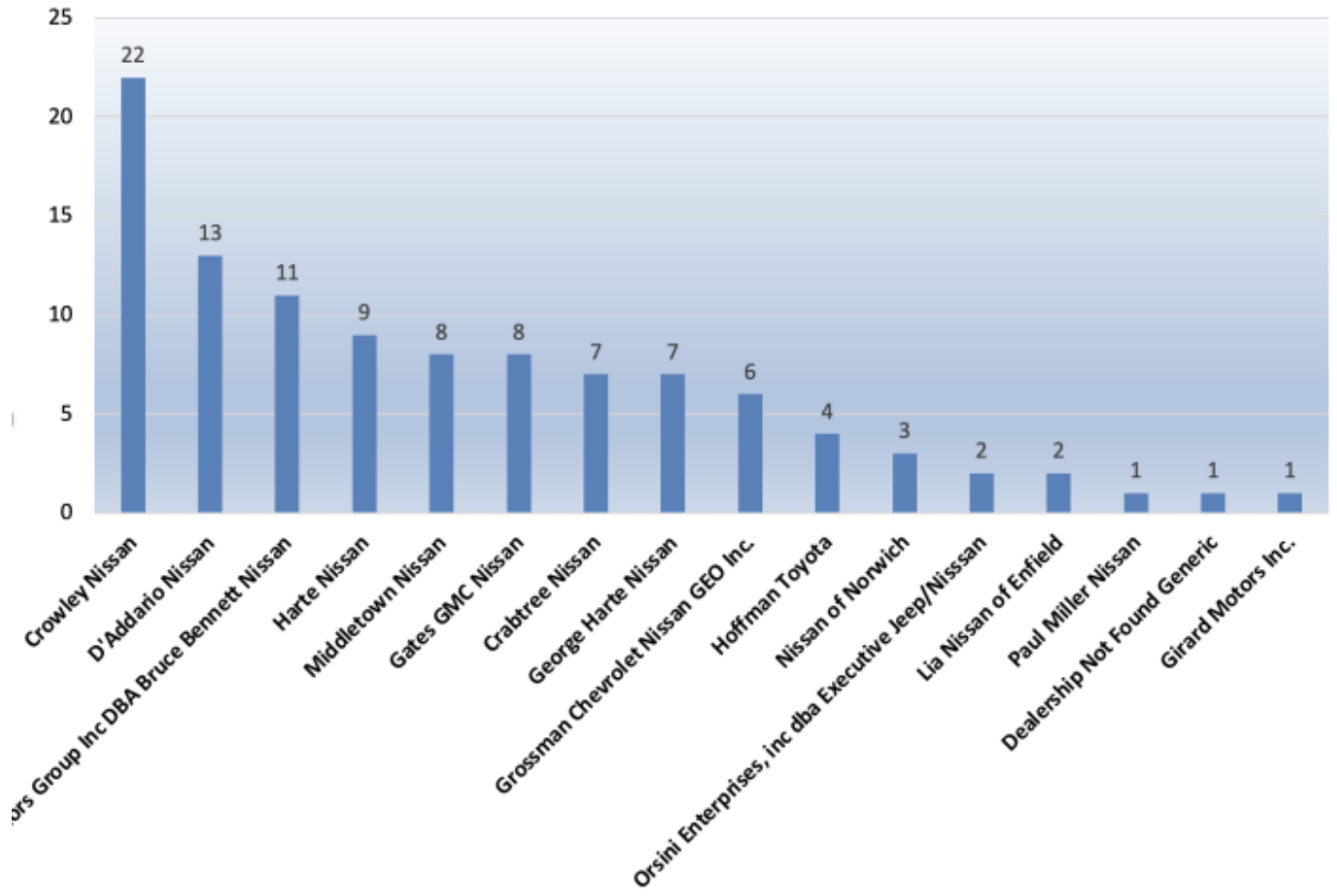
Kia 2022 Rebates by Dealership



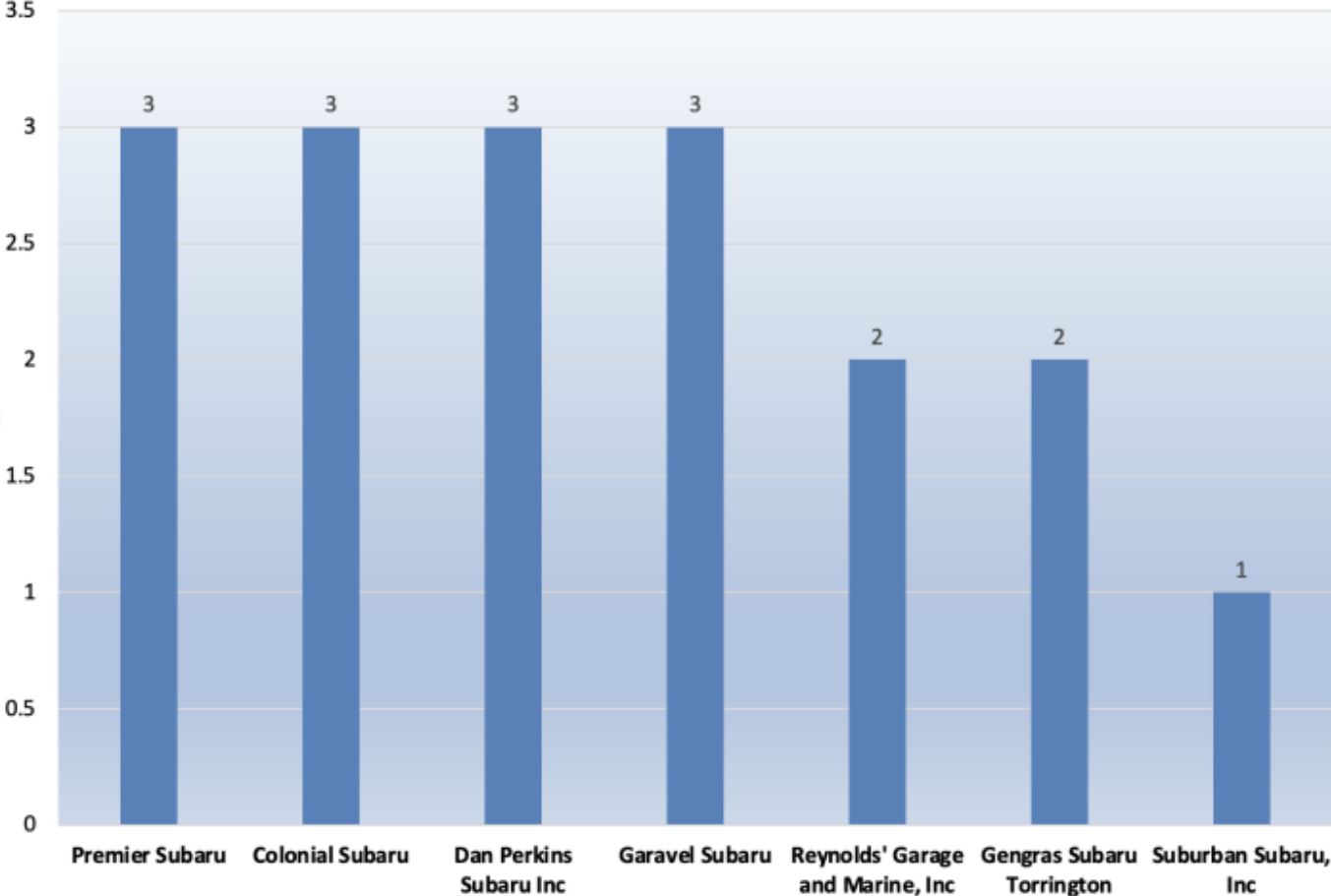
Mini 2022 Rebates by Dealership



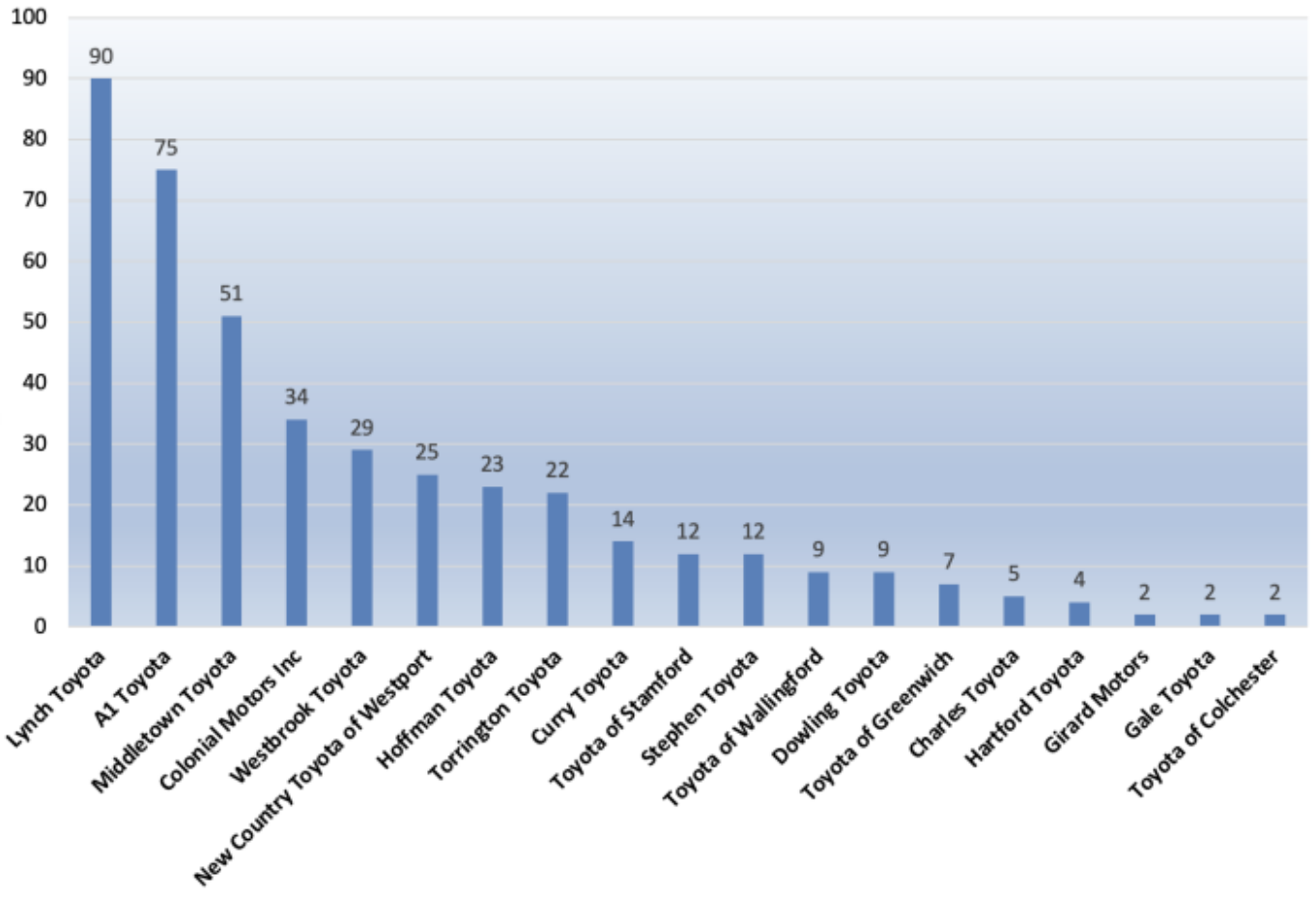
Nissan 2022 Rebates by Dealership



Subaru 2022 Rebates by Dealership



Toyota 2022 Rebates by Dealership



VW 2022 Rebates by Dealership

