

Volunteers for Sierra Club EV Shopper Study

Volunteers Needed For Sierra Club Rev Up EV Shopper Study, Round 3

The Sierra Club is fielding a third round of its Rev Up EV Shopper Study and is asking for help from the EV Club. Help is defined as visiting dealerships with a set of questions to ask and items to observe to assess if a dealership is making a serious effort to sell electric vehicles. The last study, like the new one, was national, and was done in 2019. At that point, there were serious deficiencies with respect to dealership commitment to EV sales. The prior study can be found [here](#). These were some of the key findings:

74% of auto dealerships nationwide aren't selling electric vehicles.

Salespeople often failed to provide information on federal or state consumer incentives or were poorly informed or uninformative about EV technology.

10% of the time when volunteers asked to test drive an EV, the vehicle was insufficiently charged and unable to be driven.

44% of the dealerships that did sell electric vehicles had no more than two EVs available on the lot. Of the dealerships that sold EVs, more than 66% did not display EVs prominently, with vehicles sometimes buried far in the back.

A lot has changed in the macro EV environment since 2019 and we look forward to seeing the new findings. As we did last time, we will ask the Sierra Club to join us at a meeting to discuss the study results.

[This link](#) will take you to the Sierra Club page about the study. If you volunteer, they will follow up with you directly. Feel free to let the club know about your experience with the survey. We got some interesting additional texture last time from participating members – more like a focus group to complement the quantitative survey results.

It is not necessary to be a member of the Sierra Club or EV Club to participate. There are questions about the Tesla shopping experience in the study which serve as a useful point of comparison. We appreciate the participation of Tesla owners as well.

One final note. This club supports changing the franchise laws to allow direct sales by EV-exclusive manufacturers. Even though we and other like-minded individuals and organizations have not yet carried the day, these studies, and findings like that pictured above, have been an important data point in our arguments that excluding these companies from doing business in CT serves to slow EV adoption.

74% of Auto Dealers Nationwide Are Not Selling Electric Vehicles

Sierra Club releases update of REV Up EV Shopper Study

In 2016, the Sierra Club conducted a study where shoppers went to auto dealers to “shop” for an EV (though in some cases, it was people in the market actually shopping). The results were dispiriting with many dealers not offering EVs, not charging

the cars for test driving, having few on the lot and not prominently displaying them.

The prior study was done only in the 10 states following the California fuel economy rules (CARB states). This new study is national, though it breaks out a number of the results by the CARB states versus the rest of the country. While there are some differences in the data points between the studies, the results that aren't much more encouraging, starting with the 74% headline number (which means that there were no EVs present on the lots of 74% of dealers visited). The picture is slightly better in the CARB states.

Aside from dealer experience, the study makes an effort to provide a broader context, and cites, for example, data on media expenditures by the auto companies on behalf of EVs, which are extremely minimal.

To the extent there was positive information here, there are some dealers that are genuinely making an effort. But it is very ad hoc and dealer dependent. There is no apparent systematic or effective effort on the part of the OEMs to encourage or demand that the dealers make a serious EV sales effort.

The EV Club of CT was recruited by the Sierra Club to send shoppers to dealers and we were happy to oblige.

It should be noted that this isn't a secret shopper format. The Sierra Club did not direct participating shoppers not to disclose what they were doing.

The full summary can be found [here](#).