

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.