

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.

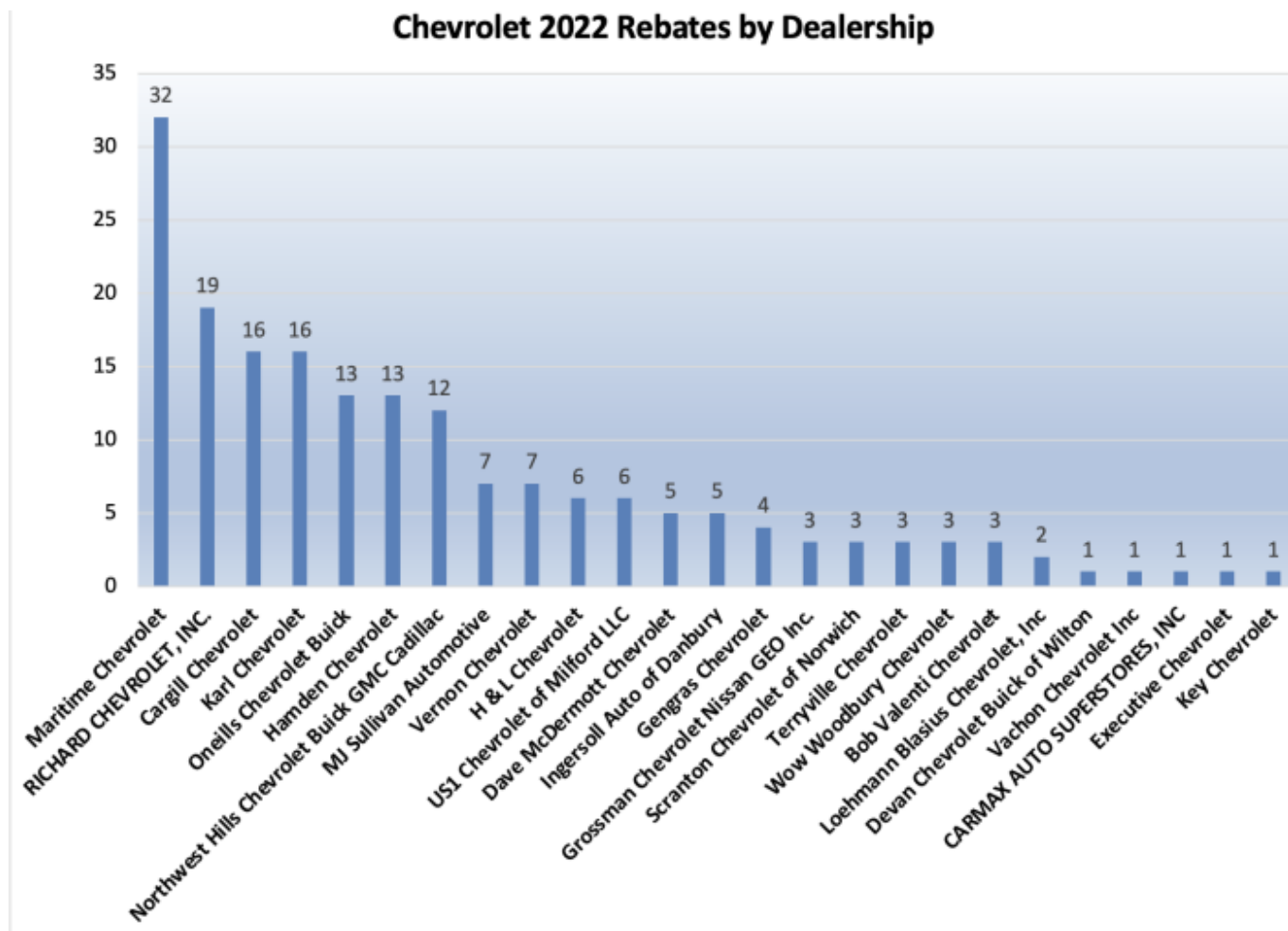
Some dealerships are charging a "market adjustment," meaning the vehicles are being sold for above the MSRP. That does not get reflected in CHEAPR. The MSRP cap is based on the manufacturer's base MSRP for the trim level without options. That may, however, have deterred some consumers from doing business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

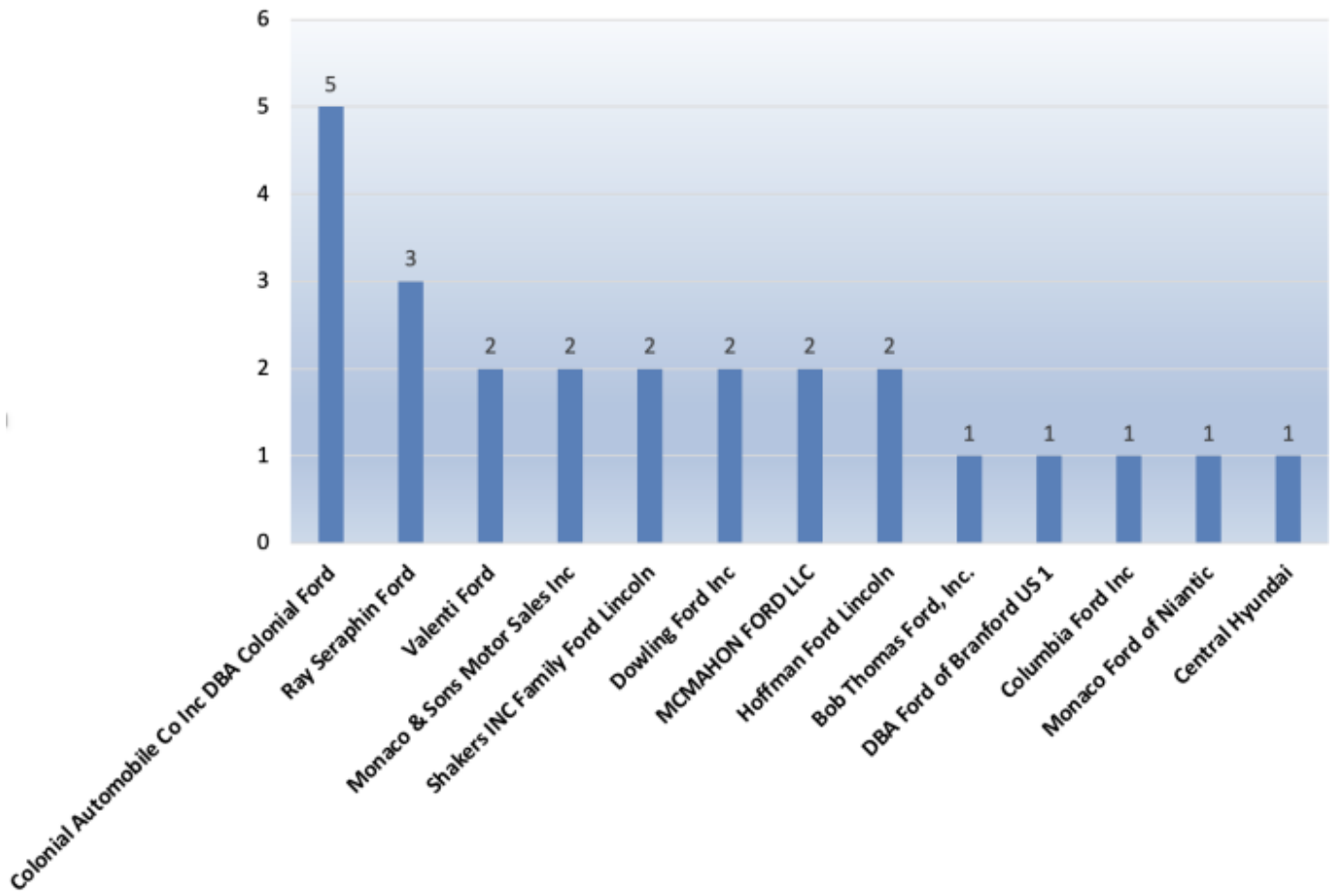
associated with it in 2022. Sometimes there seems to be a conflict in that a particular dealership name includes a different make than some of the rebates credited to it. That is because the way the dealership name is represented in the data does not indicate that it sells other makes. I cross-checked 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.

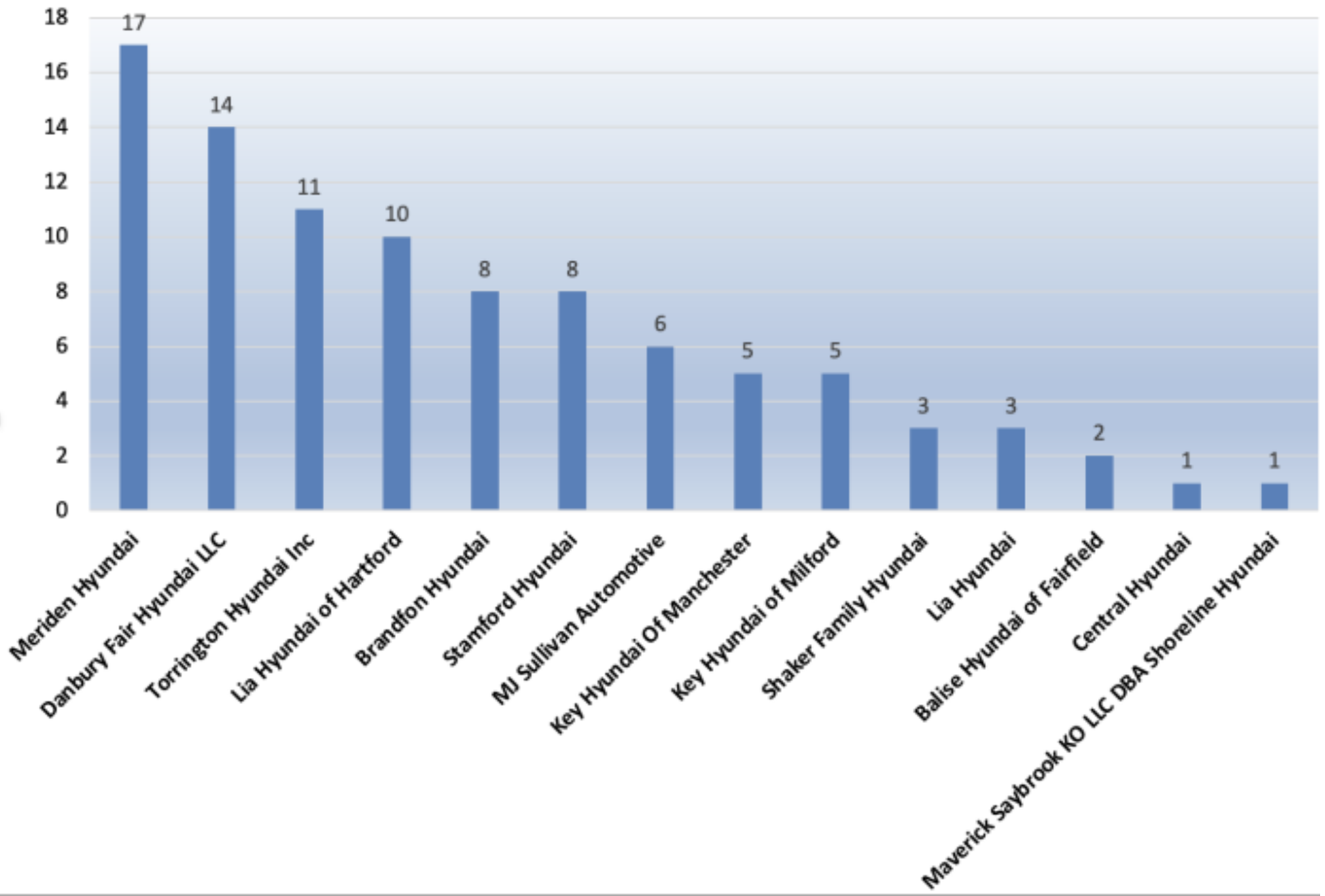
Rebates by dealership in alphabetical order by make and ranked by the number of rebates within make. All data from the Center for Sustainable Energy.



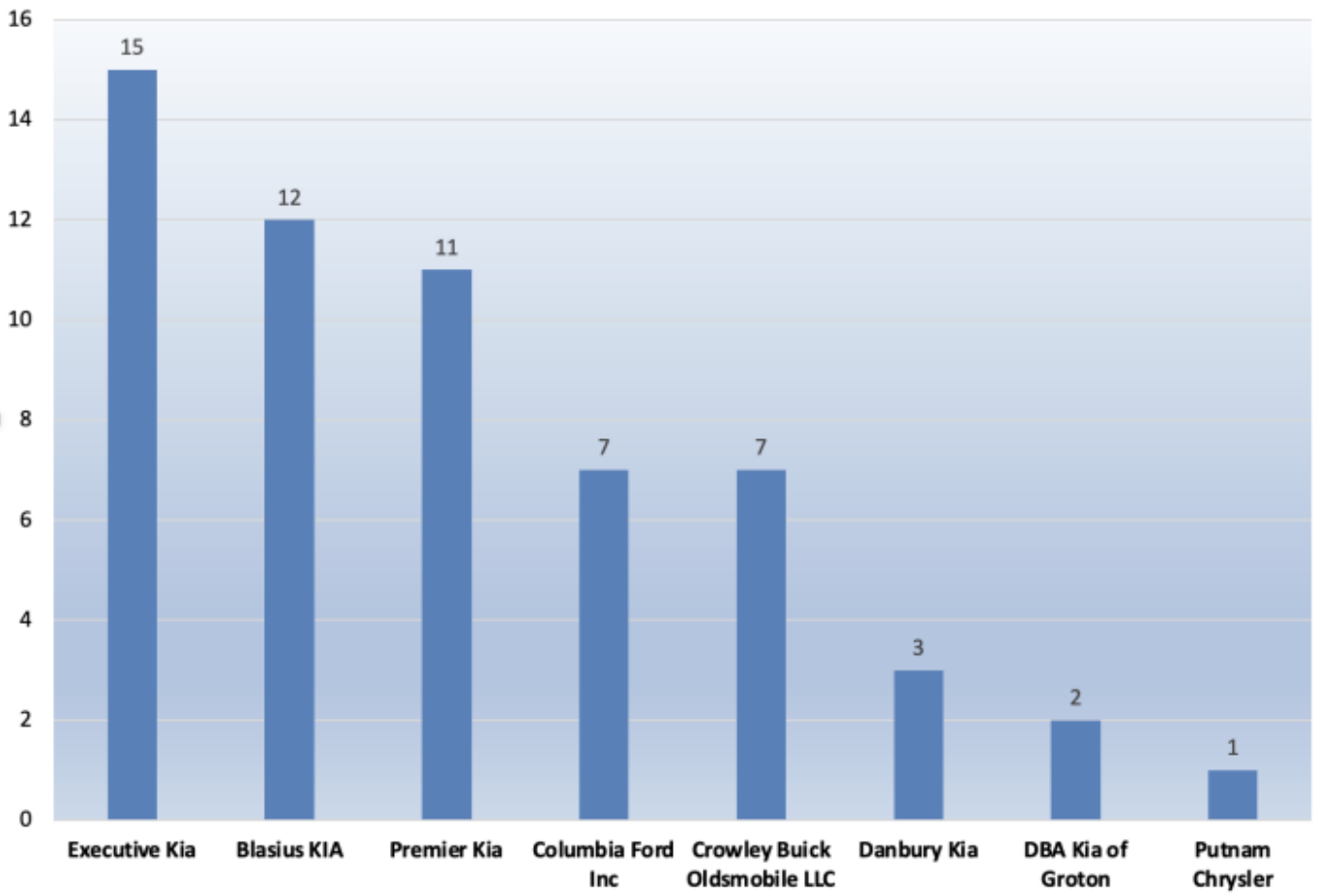
Ford 2022 Rebates by Dealership



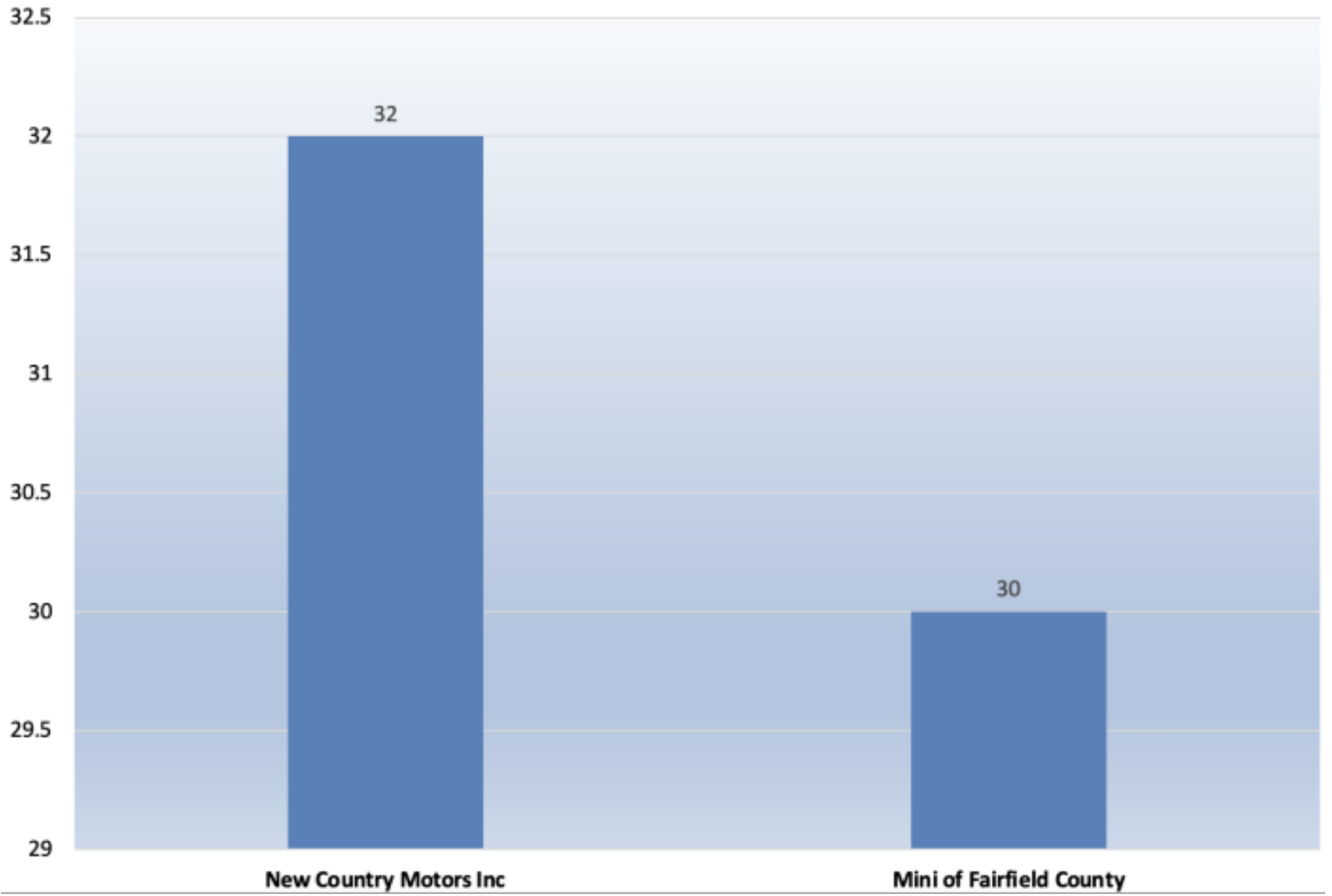
Hyundai 2022 Rebates by Dealership



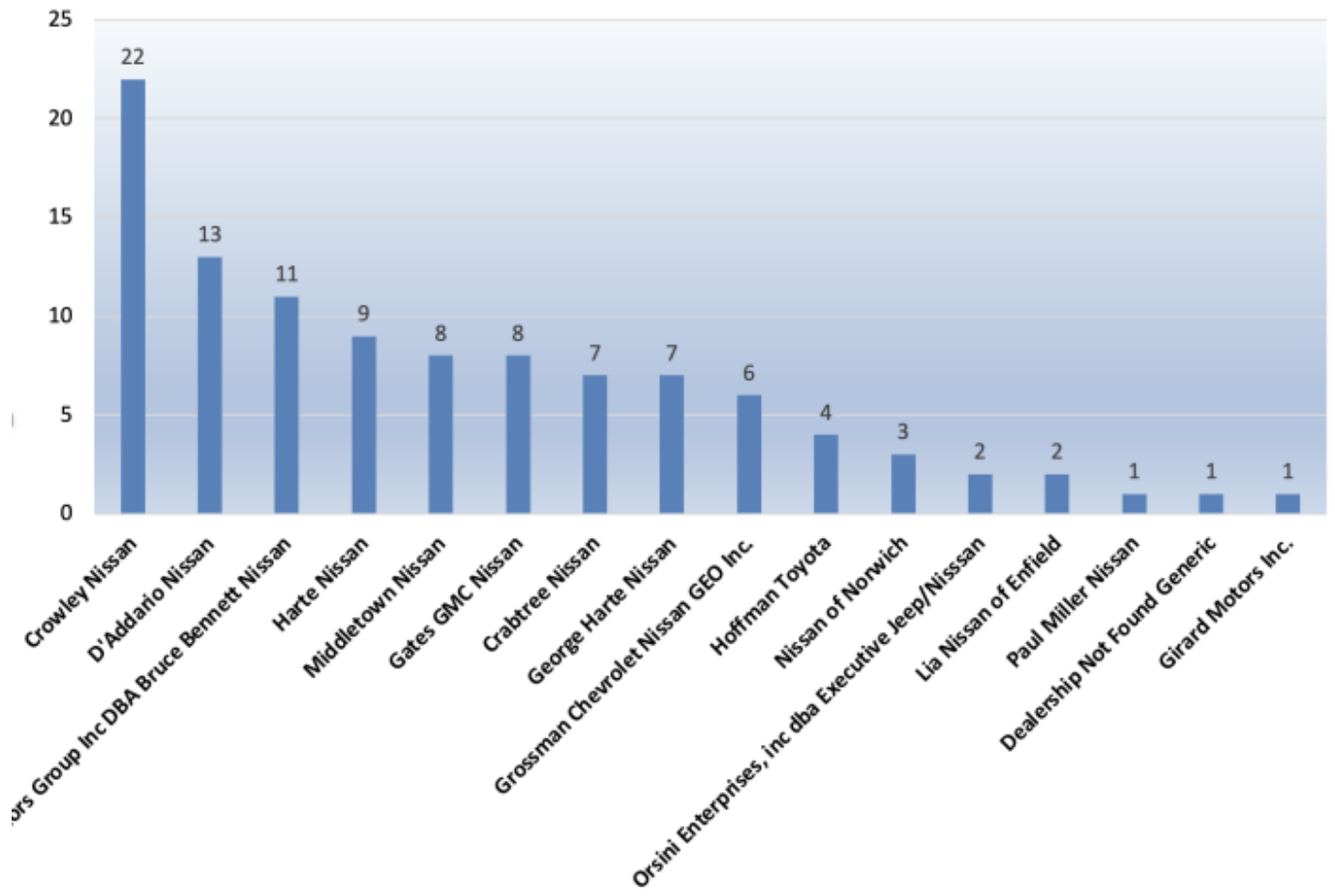
Kia 2022 Rebates by Dealership



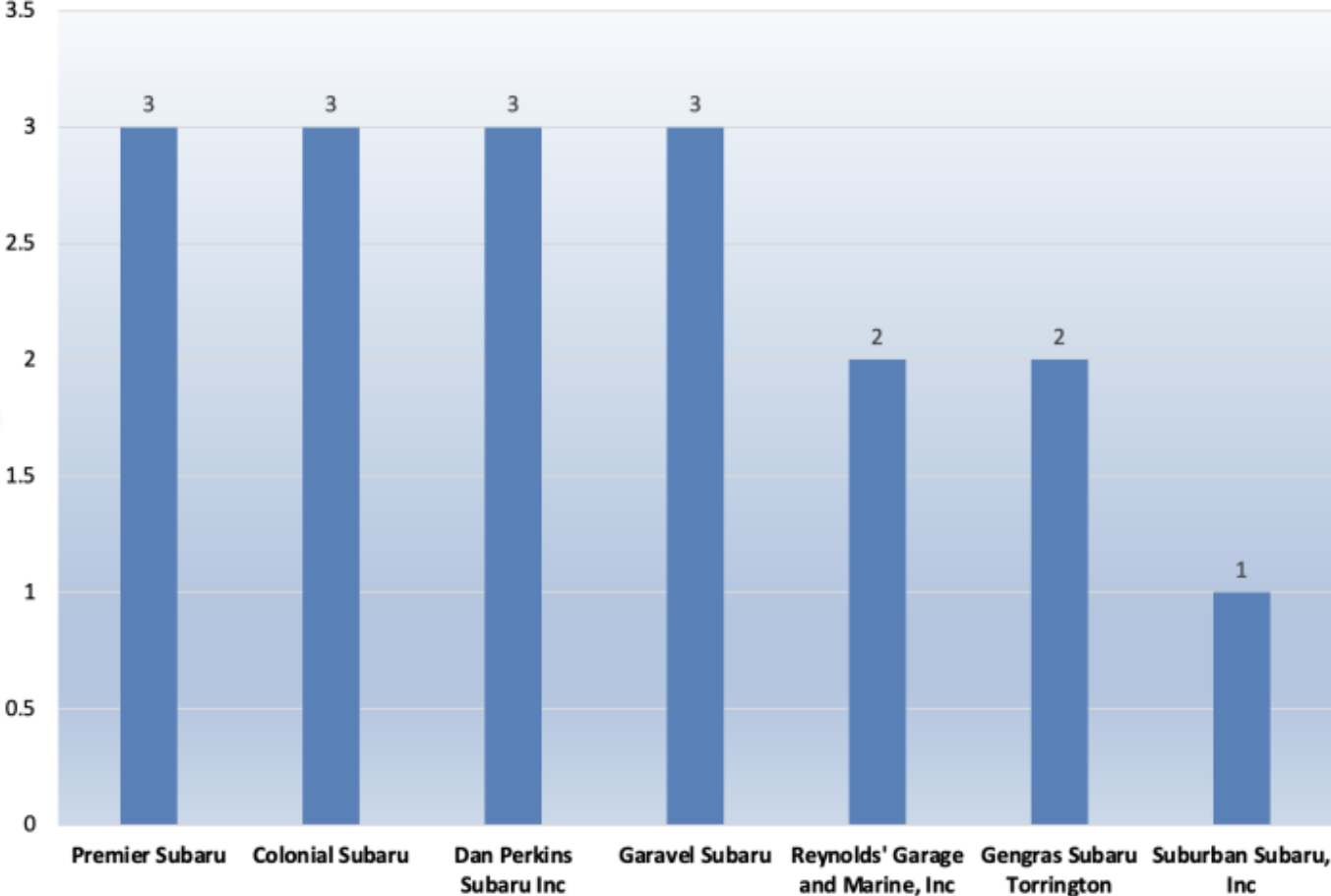
Mini 2022 Rebates by Dealership



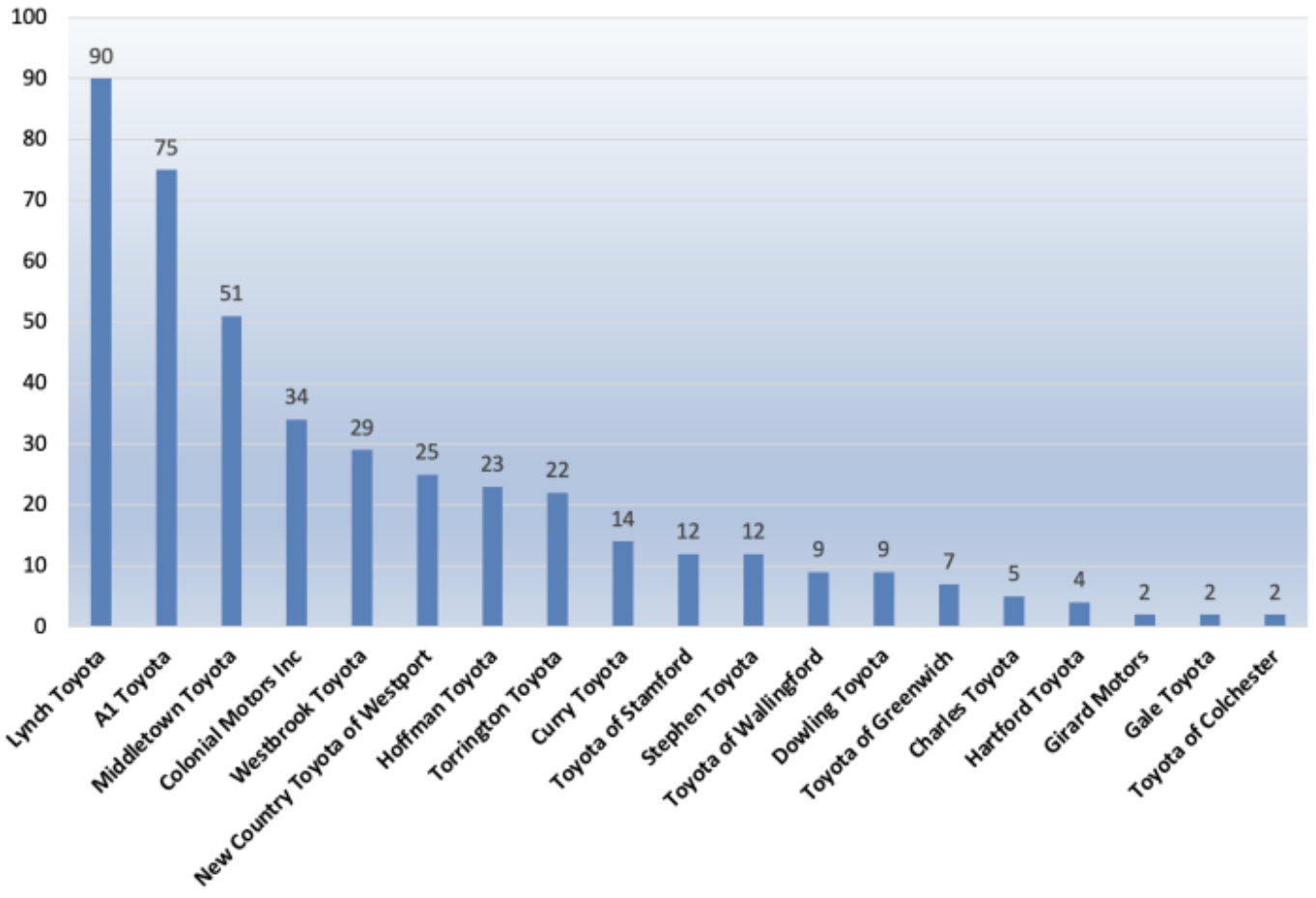
Nissan 2022 Rebates by Dealership



Subaru 2022 Rebates by Dealership



Toyota 2022 Rebates by Dealership



VW 2022 Rebates by Dealership

