

Prepare for an all-electric future

Partner with ChargePoint to ensure your dealership succeeds with electric vehicles (EVs) and charging





Deliver a superior
electrification
experience

Stand out from the competition



Install and use EV chargers

Making EVs an essential part of your operations starts with being able to charge them easily at your dealership. The right mix of AC and DC charging solutions will help you keep vehicles charged and ready for test drives, educate drivers on how to charge and charge vehicles when they are in for service. ChargePoint solutions make it easy to install and manage EV charging that works for your dealership operations and delivers a great customer experience.

Model a great EV experience at your dealership

Unlike with gas-powered cars, infrastructure and software play a critical role in the decision to purchase an EV. A conversation with our expert sales team can align software and hardware solutions with day-to-day management to tell a simple story about safe, convenient charging that creates consumer confidence in choosing electric.

Brand your stations and display video content

Build your brand and showcase the benefits of your dealership experience by showcasing your brand(s) on your stations. You can also add instructional videos or extend special offers to your customers.

Prioritize customers

Limit charging to current customers only or give special charging deals to your customers by using ChargePoint Connections.

Keep vehicles charged and ready

Ensure that all of the EVs on your lot are charged and ready for test drives so customers have confidence they can rely on EVs.

Report on charging

Access 35+ prebuilt reports to see who is using your stations and when, including first-time versus repeat customers. Market to potential customers, drive business operations and support sales strategy to maximize your investment in charging.



Provide a great test drive

Show off what EVs can do

Educate and excite your customers on the test drive

The test drive is a key piece of the electrification experience at your dealership. Let ChargePoint help you understand the entire experience and create the confidence that will drive vehicle sales.

Start with basic education

EVs represent a change, and that can make people nervous. Answer questions with confidence and reassure drivers that charging is easy by showing them how to plug in, right at the dealership.

Demonstrate the ChargePoint app

Show customers how to find charging spots in the app, in-dash experience, Apple CarPlay or Android Auto integrations to alleviate range anxiety.



Wow drivers with unique EV features

EVs provide instant torque, amazing acceleration and a totally quiet ride. Mention these features as you go through the test drive, and test drivers won't be able to resist becoming EV owners!

Educate drivers about incentives

Many incentives are available to help drivers afford their EV purchase. Become a trusted incentive adviser so you can close the deal.



55% of customers test drive only the vehicle they purchase

[Cox Automotive Car Journey Buyer Study](#)





Offer a compelling
showroom
experience

Close the deal with charging on display

Close the deal

After the test drive, the customer has experienced the benefits of electric. However, they may be feeling mixed emotions and considering worst-case scenarios like “How do we drive to Chicago?”

Sell on value with ChargePoint Dealer Training

Provide a software-focused sales experience aligned with management and staff training.

- + What EV features are unique to what you're selling?
- + How are you covering core EV features?
- + How are you using infrastructure to paint the picture of a new, improved lifestyle?

To address these questions, we recommend the **Dealer Energy Bar, Powered by ChargePoint.**

Here we address top concerns for EV buyers by showing our home charger and driver app. You'll be the expert in providing a holistic home, work, public and fast charging experience.



Home charging

- + Showcase the advantages of home charging: get a full charge overnight, every night, in the time it takes to plug in.
- + Show a home charging unit that can be financed along with the vehicle sale.
- + Talk about scheduling charging to save on energy costs.

Connected public charging

- + Alleviate range anxiety.
- + Show drivers how easy it is to find places to charge, start a charge and track charging with the ChargePoint app.

Optimize your business operations

Ensure your EV investment works with your long-term strategy



From delivery through service, make the infrastructure investment that will transform your business

Delivery

Build the ultimate delivery experience with a solution that allows drivers to feel confident they can find a charge at home, work and on the road — as soon as they leave your dealership.

New inventory

As you know, new inventory timing can impact every other department. Timing only becomes more important as the volume of EVs increases over time. Develop a strategy to be ready for this growing EV inventory before you even put a shovel in the ground.

Workplace charging

Electrification is a new world for your customers. Like the transition from flip phone to smartphone, it requires an adjustment. Make sure your employees truly understand the EV experience by offering workplace charging at your dealerships so your sales staff can speak from their personal experience with EV charging at work.

Service

In 2022, service generally plugs and unplugs cars. That will change as volume increases. We can help build the right solution that will allow your service team to gain visibility into charging status, increase bay turnover and maximize operational efficiency.

EV charging infrastructure

Site design is a major and often-overlooked aspect of any EV charging installation. Any dealer should be focusing on this aspect of the project prior to installing stations. ChargePoint offers the expertise to minimize capital and operational costs long-term, while optimizing for tomorrow. Just reach out to us to review your situation and create a plan today that will prepare you for the future.

Reduce inventory liability

Too often, dealers install stations that put on-site inventory at risk. Without the proper controls and access restrictions, the public can use chargers behind expensive inventory, causing potential liability issues. We can help prevent such issues with a smart EV infrastructure plan.

Let us help you electrify your dealership

Connect with a ChargePoint expert

