

# Amp Up your Electric Vehicle Outreach and Education with the Mobile EV Education Trailer [MEET]

Plug'n Drive is a non-profit organization committed to accelerating the adoption of electric vehicles to maximize their environmental and economic benefits. Since 2011, Plug'n Drive has established itself as a Canadian leader in the electric vehicle industry, a trusted and unbiased source of information about electric cars, charging stations and the electricity sector.



## Mobile EV Education Trailer (MEET)

The MEET provides a consumer engagement installation focused on electric vehicle (EV) education and awareness. The MEET is a perfect complement to any regional EV strategy or public outreach campaign. It features localized content about the benefits of driving electric and an EV test drive activity in some of the latest EV models from leading manufacturers. The MEET is staffed by EV ambassadors from the community who can speak to the electric driving lifestyle in a family-friendly, sales-free environment.

## Mobile EV Education Trailer (MEET) | Plug'n Drive Deliverables

- Transport the MEET to site locations across Canada
- Provide and maintain a minimum of three EVs for test drive activity
- Provide a team of local EV ambassadors to work @ MEET
- Operate MEET for four days/week on an appointment-only basis
- Provide an online scheduling system
- Two week Google Ads campaign to visit the MEET
- Educational material that covers the economic and environmental benefits of driving electric alongside local incentives
- Develop a report on engagement at the end of the term that includes demographic information (age, income, gender), a comparison to other regions, top three factors influencing EV purchase decisions and future recommendations for public outreach initiatives
- Issue a follow-up survey six months after the term to determine if visitors purchased an EV and/or their intent to do so in the future

## Minimum One-month\* Activation

\*a shorter activation may be considered under certain circumstances

## MEET Partner Benefits

Dedicated space at the MEET to display services and offerings

Brand exposure and photo opportunity at the VIP media launch event

Raise awareness among employees/community of efforts to electrify by the organization

Marketing exposure via the social media accounts for Plug'n Drive - Twitter (6,600+ followers), Facebook (2,150+ followers), Instagram (1,400+ followers) and LinkedIn (1,600+ followers)

Logo placement on MEET specific materials (hand-outs, pop-up banners, test drive signage)

Logo placement on a custom web page designed exclusively for the MEET on Plug'n Drive's main website (Average 1.1 million pageviews per year)

Opportunity to reserve dedicated appointment slots for employees to visit the MEET and take test drives

Brand exposure to Plug'n Drive's electronic newsletter audience of 35,000+ subscribers made up of EV drivers, business leaders and government officials