

NFDA EV Marketplace Seminar

3 December 2019
Warwick



Agenda

09:30 – 10:00 Coffee and registration

- 10:00 – 10:10 Introduction and Agenda
- 10:10 – 10:25 **Sponsor – MHA “The Players in the Game”**
- 10:25 – 10:45 **Graeme Cooper – National Grid**
- 10:45 – 11:05 **Carl Bayliss – Centrica**

11:05 – 11:30 Coffee break

- 11:30 – 11:50 **Oliver Larkin – Volkswagen Group**
- 11:50 – 12:10 **Stig Sæveland – Hedin Automotive**
- 12:10 – 12:45 Panel Discussion – **Moderator Jason Cranswick**
(Jardine Motor Group / NFDA EV Group)
- 12:45 – 13:00 NFDA and EVA

13:00 Lunch



STEVE FREEMAN & JON POLLOCK

Sponsors – MHA Macintyre Hudson



NFDA EV Market Place Seminar

3 December 2019

By Steve Freeman & Jon Pollock

 **mha**
MACINTYRE HUDSON

 An independent member of
bakertilly
INTERNATIONAL

Local Excellence

Established over 135 years ago, MHA MacIntyre Hudson is a growing, successful top 15 UK independent accountancy firm, with 13 offices across the UK, 88 Partners and over 600 professional staff.

MHA MacIntyre Hudson identifies with your goals and your needs, because we've been there ourselves. We've navigated the complexity, taken advantage of the opportunities and we're here to help you do the same.

MHA is an association of some of the best independent regional UK accountancy firms

179

Partners

2200

Staff

Over

50

offices nationwide

8

Member firms

UK

Independent member of Baker Tilly International

MHA MacIntyre Hudson was established in

1880

88



Partners and over

13

Offices



600

Staff



British Accountancy Awards



WINNER 2019

National Firm of the Year

Tax Team of the Year

Graduate and Non-Graduate Programme of the Year



About Baker Tilly International

Baker Tilly International is a network of independent accountancy and business advisory firms; our firm is an independent member of the network

Our Motor Consultancy Team

- Led by Steve Freeman - Head of Motor
- Coordinated by Jon Pollock (Ex Sales Director Nissan GB) – EV Consultancy Lead
- EV Consulting Team:



Market leading consultants
in the energy and EV sector



Motor tailored
Learning programmes

RDA

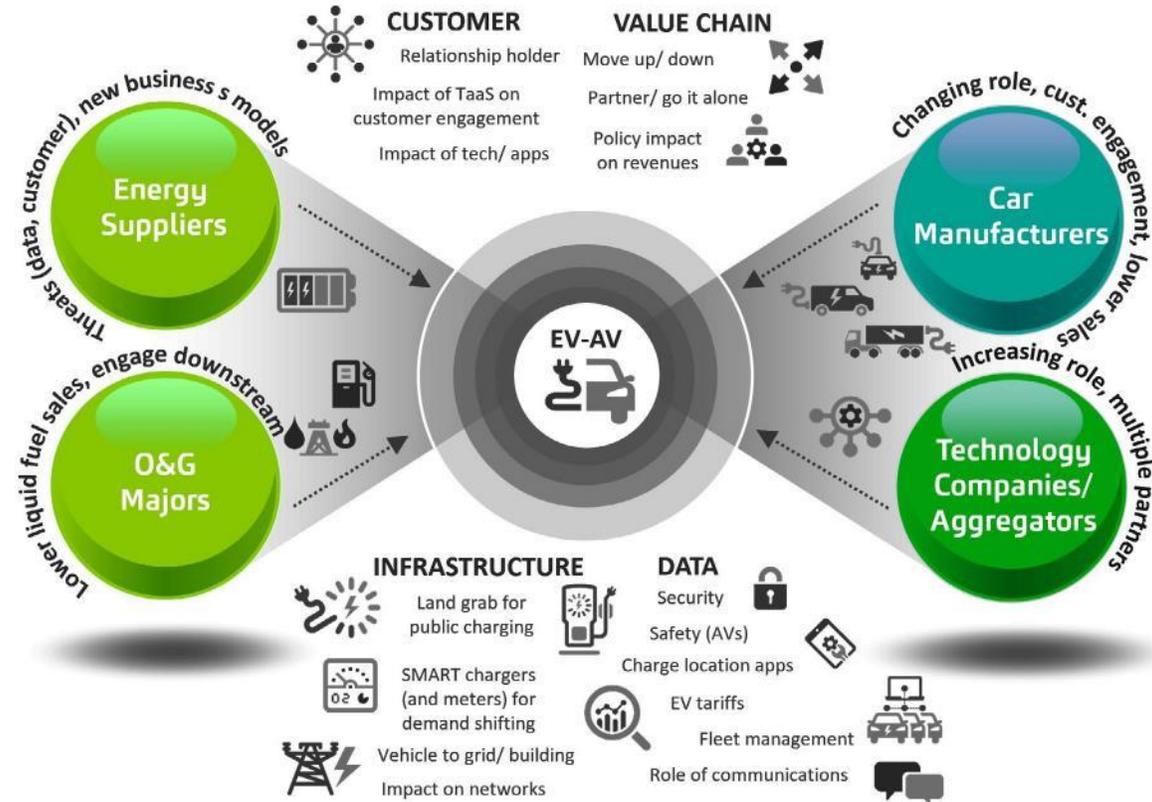
Former Motor Retailers
with International
experience

FORRESTERPR

Automotive Start up and
Electric Vehicle PR and
Communication Consultants

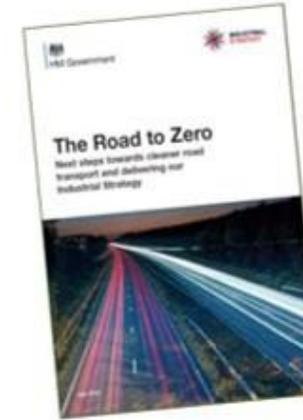
EV'S - The landscape and stakeholders

EVs could cause significant upheaval for entities that traditionally had clear, separate roles



AFV Government policy and ambition

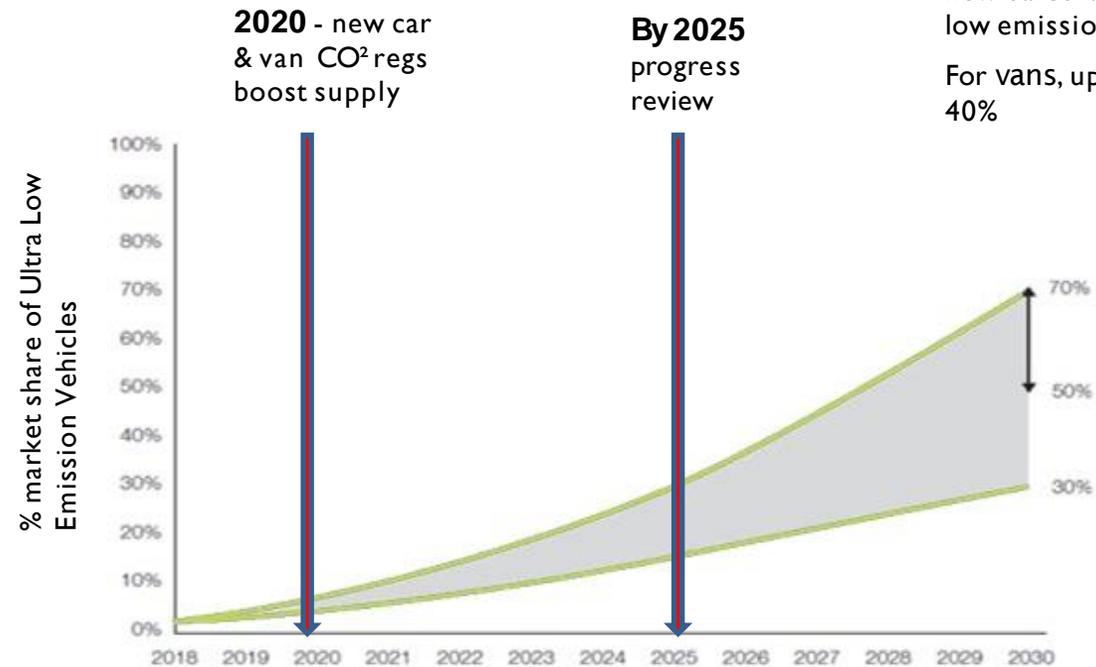
- “We will end the sale of new conventional petrol and diesel cars and vans by 2040”
- “The majority (50%+) of new cars and vans to be 100% zero emission”
- “All new cars and vans to have significant zero emission capability”



2030

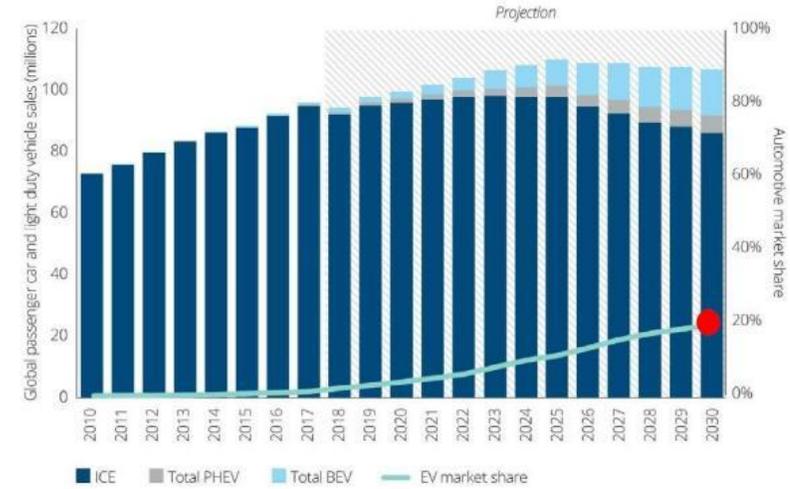
For cars, 50-70%
new sales ultra
low emission

For vans, up to
40%

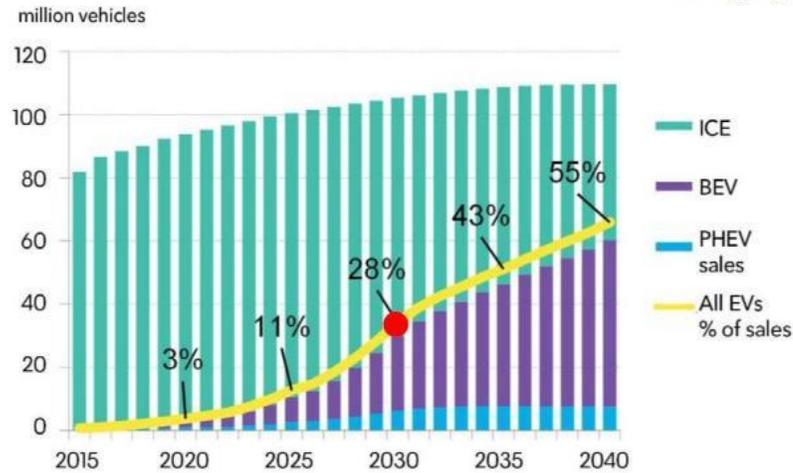


Global AFV forecast

Forecast annual global EV market share projections

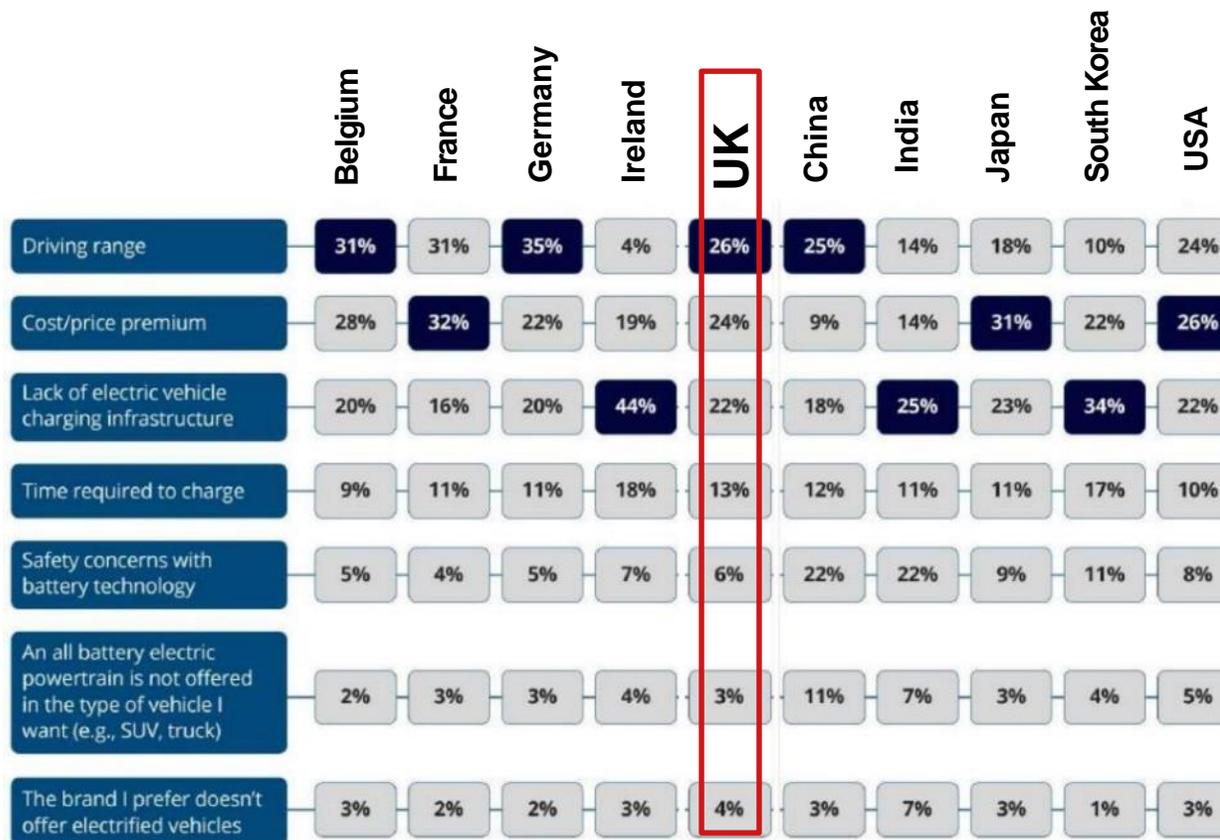


Source: Deloitte analysis using International Energy Agency and IHS data, 2019



Source: Bloomberg New Energy Finance, 2019

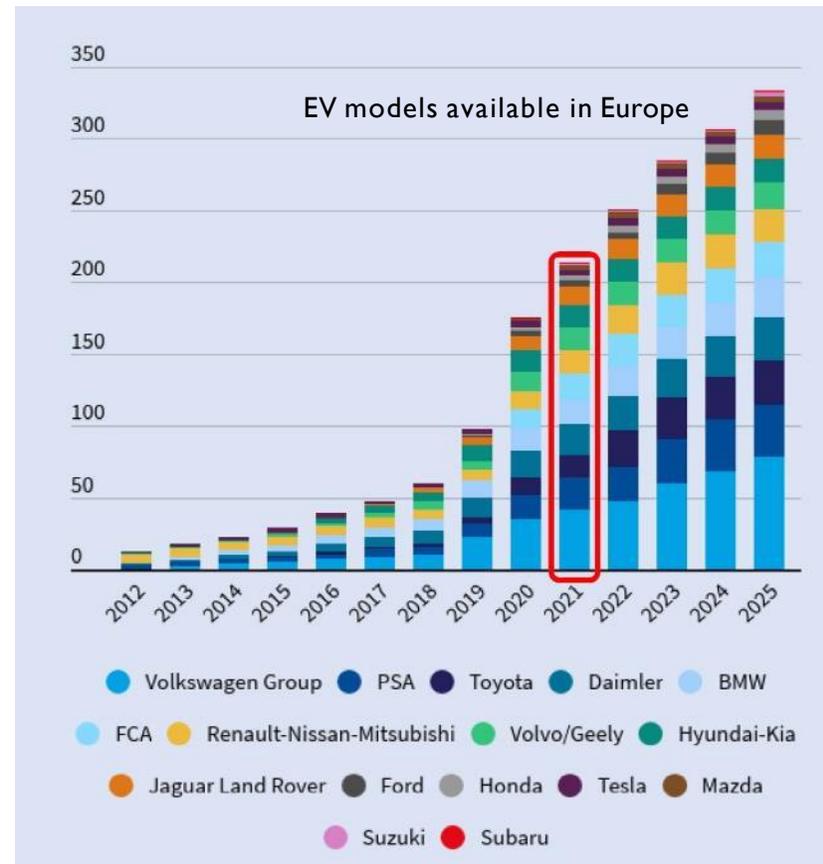
EV consumer challenges



- Expansion driven by legislation, consumer in catch up mode...
- 3 key areas of consumer concern remain; charging infrastructure, price premium and real world range

EV model range will expand delivering customer choice

EV models available



- 250 models available by 2022
- But whether they get allocated to the UK market is another question
- Unit allocation to national markets is heavily dependent on local market attractiveness

New car registrations October YTD 2019 (SMMT)

October YTD Registrations

| Year to date | | | | | |
|--------------|------------------|------------------|--------------|---------------|---------------|
| | YTD 2019 | YTD 2018 | % change | Mkt share -19 | Mkt share -18 |
| Diesel | 515,054 | 653,736 | -21.2% | 25.7% | 31.7% |
| Petrol | 1,306,948 | 1,278,625 | 2.2% | 65.2% | 61.9% |
| BEV | 28,259 | 12,555 | 125.1% | 1.4% | 0.6% |
| PHEV | 25,892 | 35,317 | -26.7% | 1.3% | 1.7% |
| HEV | 85,871 | 73,734 | 16.5% | 4.3% | 3.6% |
| MHEV diesel | 22,741 | 2,537 | 796.4% | 1.1% | 0.1% |
| MHEV petrol | 20,757 | 7,915 | 162.2% | 1.0% | 0.4% |
| TOTAL | 2,005,522 | 2,064,419 | -2.9% | | |

BEV - Battery Electric Vehicle; PHEV - Plug-in Hybrid Electric Vehicle; HEV - Hybrid Electric Vehicle, MHEV - Mild Hybrid Electric Vehicle

| Year to date | | | | | |
|--------------|------------------|------------------|--------------|---------------|---------------|
| | 2019 | 2018 | % change | Mkt share -19 | Mkt share -18 |
| Private | 898,237 | 928,128 | -3.2% | 44.8% | 45.0% |
| Fleet | 1,056,221 | 1,055,146 | 0.1% | 52.7% | 51.1% |
| Business | 51,064 | 81,145 | -37.1% | 2.5% | 3.9% |
| TOTAL | 2,005,522 | 2,064,419 | -2.9% | | |

EV impact & opportunity

Potential penalties
of Euro 30 billion
– Herbert Diess

BEV sales up 94%

Impact to OEM profits huge: PSA –
25% earnings per share by 2021, VW
– 13%, Daimler – 9%, BMW – 7%

In 2018 emissions rose to a 4
year high of 121gCO₂/KM

How do we prepare for this change? What is EV Readiness?

OEM and Retailer considerations

1. Planning

- Balance of short and long term investment
- 1,3,5 year BP changes (strategic and commercial)
- Lack of clarity and independent information and guidance

2. Infrastructure

- What is needed - for when and cost?
- Customer requirements
- Capacity constraints
- Local Planning/Macro-structural constraints

3. People and Process change

- New process definition
- Staff knowledge, skills and capabilities
- Perspective - New sales, Aftersales, Used sales

4. Implementation

- Coaching, training and up to date knowledge

EV Readiness: The opportunity and how to realise it

EV Readiness - The solution

Appropriate business transition through preparation, planning, successful implementation

- A Business specific “EV Readiness” plan. Based on balanced objective advice from subject matter commercial specialists.

MHA MacIntyre Hudson provide a “One Stop Shop” solution of EV expertise and experience. Based on 4 key elements:

1

EV Readiness Commercial Planning – (From single site to Group strategy)

Short to long-term commercial planning covering key areas such as possible investment requirement options, cost, amortisation, tax efficiencies and ROI Optimisation

2

Infrastructure and Energy Supply Requirements and Options

Review and define market options for infrastructure

3

People and Process Assessment and Knowledge Development

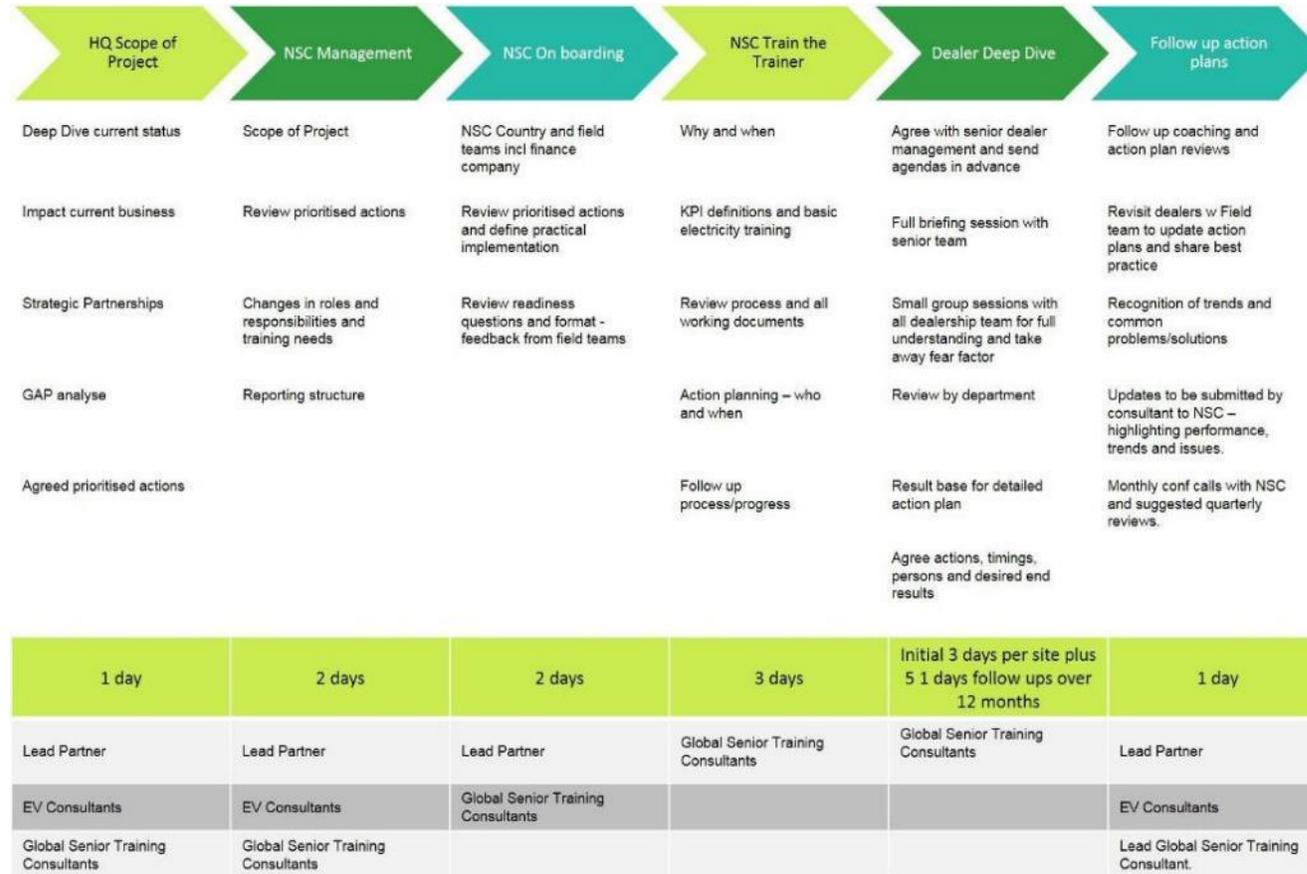
Knowledge and behaviour gap identification and closure. Creating consistently “EV ready” teams using coaching, training and innovative knowledge embedding techniques (AI)

4

Implementation

Design a comprehensive (by site or multiple sites) timing plan with contributions from relevant subject matter specialists. Supported delivery of the plan and on-going follow up

EV Readiness roll-out plan example



Monthly reivev Calls

Quarterly Client Service and trend/feedback meetings.

Summary - EV Readiness is key...

There's no turning back.....

The automotive industry is too heavily invested in electrification.

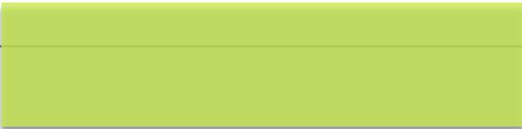
Make and they will buy?

The pace of EV uptake will depend on consumer demand and
Retailer excellence.

A long and winding road that is full of opportunities.....

The UK has an opportunity to be both a leading retail market and
production location of choice for EV's

Our MHA Motor consultancy team (other alliance partners)



MHA Macintyre Hudson

- EV Commercial planning – Investment, tax, BM
- Staff knowledge and behaviour enhancement and development

Baringa

- Short to long term Energy supply/storage/re-supply solutions
- Charger Infrastructure planning and delivery
- Customer propositions

RDA

- Retail dealer direct experience
- Staff process assessment
- Individual and group learning and development
- Commercial process improvement

Intuitive Learning

- Cognito AI driven knowledge retention platform
- Reinforcement of training through targeted, regular, pro-active post training, phone based interaction with staff
- Improved knowledge retention, compliance and engagement
- EV - Product, market, charging, energy, compliance. (GDPR, FCA, WLTP)

AnyData

- Motor specialist data analysis to enhance sales and brand performance in a customer centric market
- Simplify data processing with a hybrid integration platform that connects, integrates and automates hundreds of data sources

Forrester PR

- EV PR specialists – product/market launch (Polestar, Ineos, Jaguar, Rocketeer)
- Retail network EV comms support

GRAEME COOPER

National Grid

nationalgrid



A Clean, Transport Future.

Graeme Cooper

Project Director – Electric Vehicles
Decarbonisation of Transport

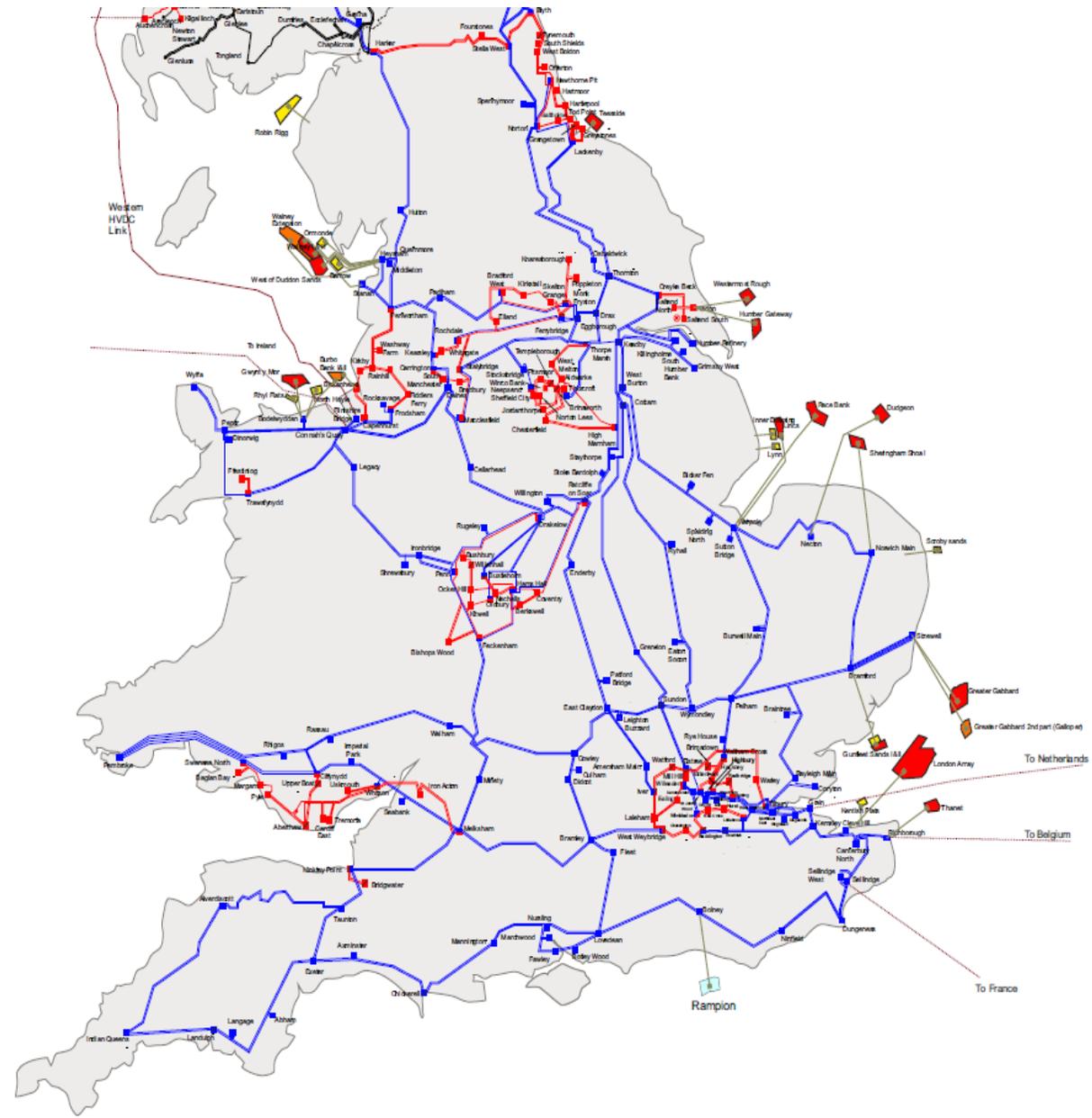


- Introductions
 - Me.....what makes me the guy stood in front of you.
 - National Grid.....what we are, what we do and what we don't do.
- From the top down, what is driving the change in the way we move “the big 3 drivers”.
- How much, how fast? “targets, policies”
- Busting some myths. “can the grid cope?”

Who are we?

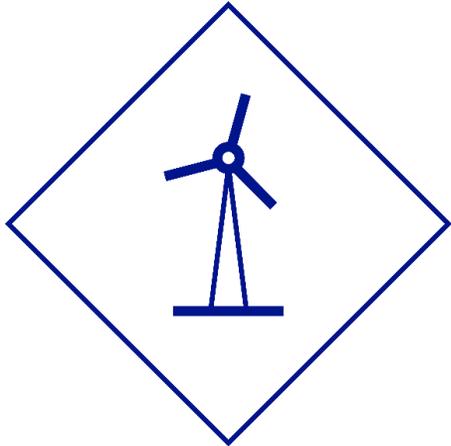
Connecting people to the energy they use, we keep the lights on and the gas flowing.

nationalgrid nationalgrid**ESO** national**grid**
ventures



What is driving the transition to electric vehicles?

Globally Decarbonisation



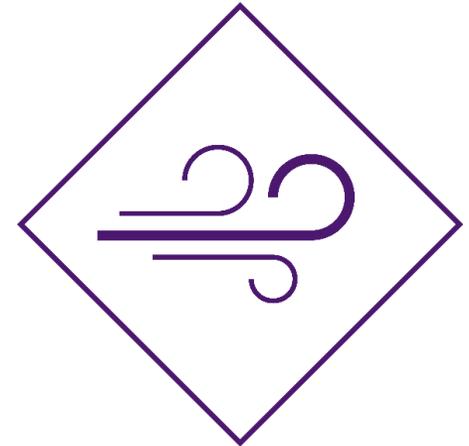
UK Government announces intention to legislate net-zero carbon emissions by 2050

Nationally Industrial Growth



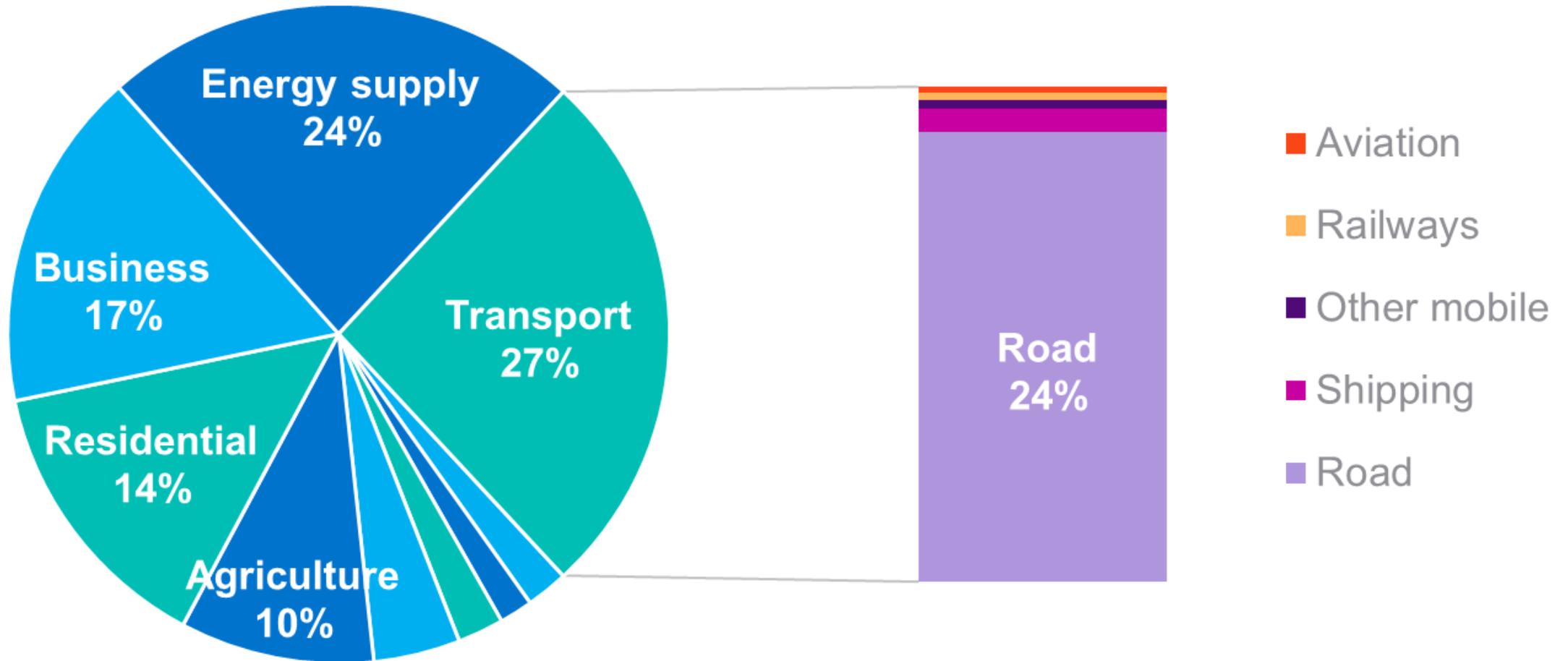
“Our mission is ... for all new cars and vans to be effectively zero emission by 2040” The Road to Zero, 2018

Locally Clean Air



Air pollution currently leads to 40,000 premature deaths and costs over £22bn to the economy

Road transport is the biggest source of emissions



UK has ambitions for phasing out ICE vehicles

Government announces ambition to end the sale of petrol and diesel cars by **2040**

UK Committee on Climate Change releases report outlining pathways for the UK to reach **net-zero carbon emissions by 2050**

Report states “*ideally, ultra-low emission vehicles would reach 100% of sales of cars, vans and motorbikes by **2030** or soon after, but must certainly do so by 2035*” to reach net-zero by 2050

Government announces plans to **legislate for Net Zero** emissions by 2050

Governments' policy position is about to be updated

Response to NIA



EV Energy Taskforce



Project Rapid



Have we seen this pace of change before?



5th Avenue 1900

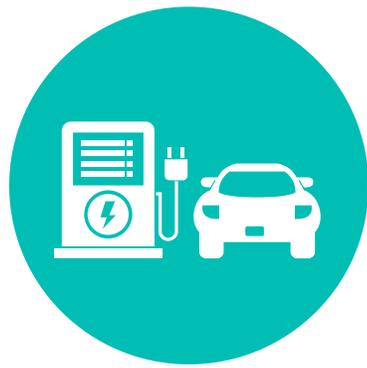


5th Avenue 1913

Charging infrastructure is a key enabler for mass uptake



Home



Local



Destination



En route

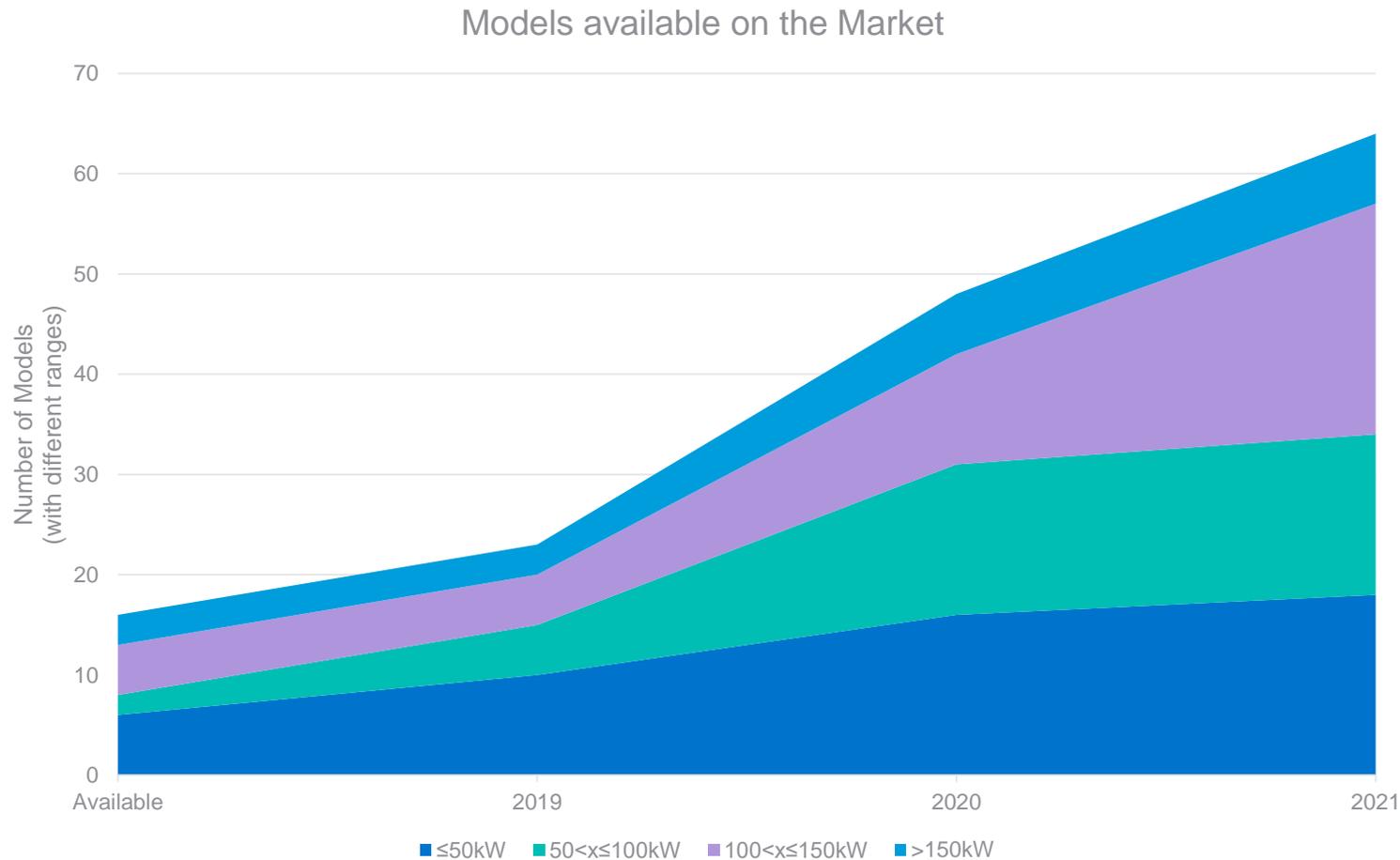


Fleet

Among those who do not own an EV... **79%** are concerned with a lack of rapid charging points on motorways for long distance journeys

AA June 2018

Future models are set to have higher charging speeds



We're already seeing cars that can charge at **250kW** come to market

We're already seeing automakers install **350kW** chargepoints in the UK

>75% of models announced post 2019 will charge at **>50kW**

Source: *Manufacturer announcements*

Enabling the en-route market

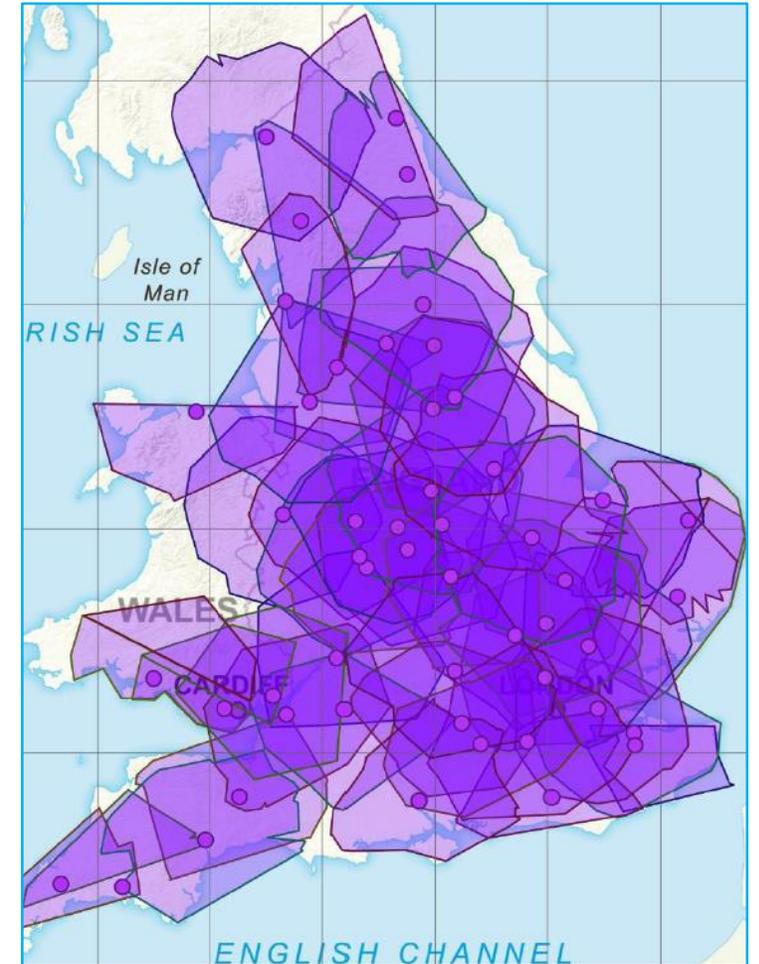


54

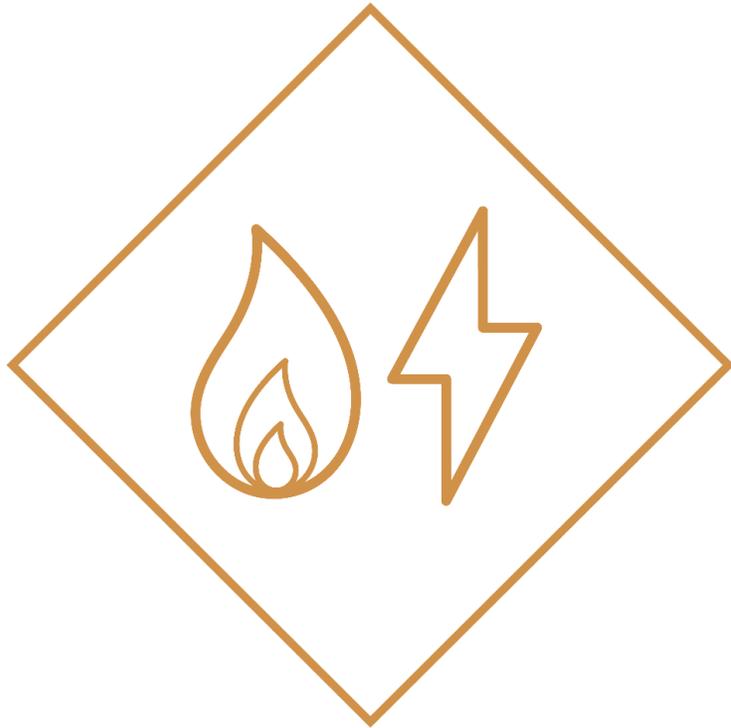
We have identified 54 locations for strategic ultra rapid charging along the existing motorway network.

99%

of all electric vehicle drivers to be within 50 miles, in any direction, of an ultra-rapid charging station



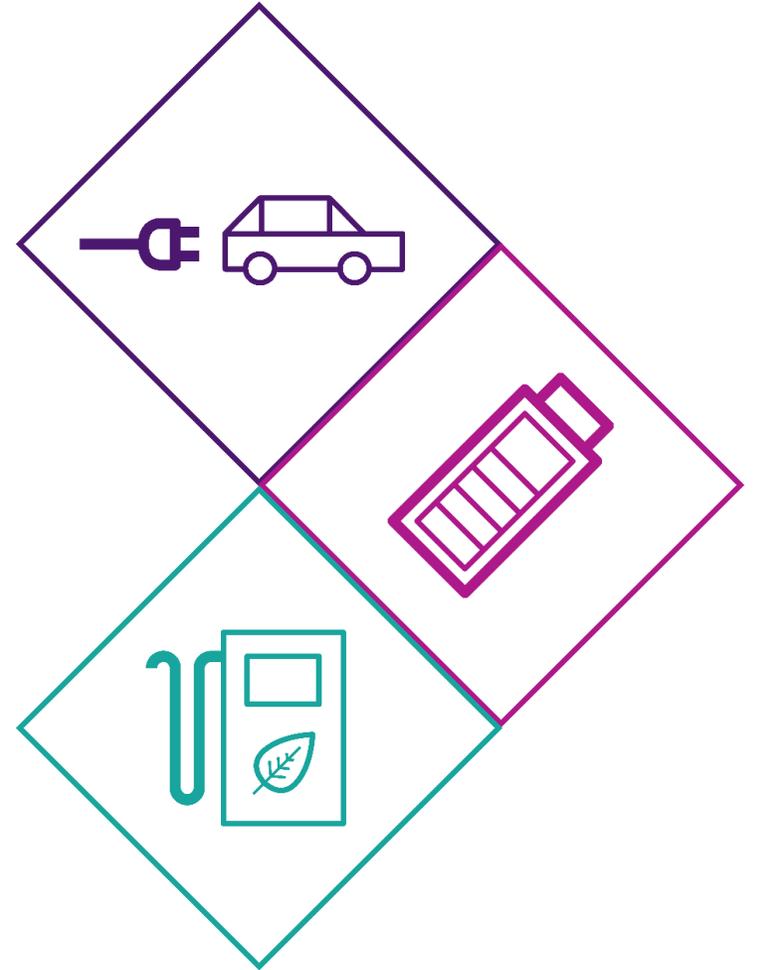
National Grid can enable future fleets – no matter the fuel



Electric

Hydrogen

CNG



nationalgrid

Graeme Cooper

Project Director, Electric Vehicles, National Grid

07966 368775

Graeme.Cooper@nationalgrid.com

<https://www.linkedin.com/in/graemecooper>

CARL BAYLISS

Centrica

An aerial night view of a city, likely London, showing a dense urban landscape with illuminated buildings and a prominent tram system. A large, ornate cathedral is visible on the right side of the image. The scene is captured from a high angle, looking down on the city's streets and infrastructure.

Delivering the EV Transition

Centrica Mobility Ventures @ NFDA EV Taskforce

centrica

Centrica as a Global Business Providing Energy and Services

CUSTOMER ACCOUNTS

26M

ENGINEERS

12K

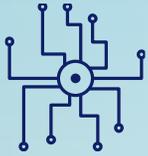
SMART DEVICES

6M



Our Shared Vision

We have developed expertise
in these decarbonised areas:



Distributed energy & storage

Accelerating the shift
from energy consumer
to prosumer



Electrification of transport

Removing infrastructure
barriers to vehicle
electrification



Smart home

Digitising our homes
for a seamless experience
and service



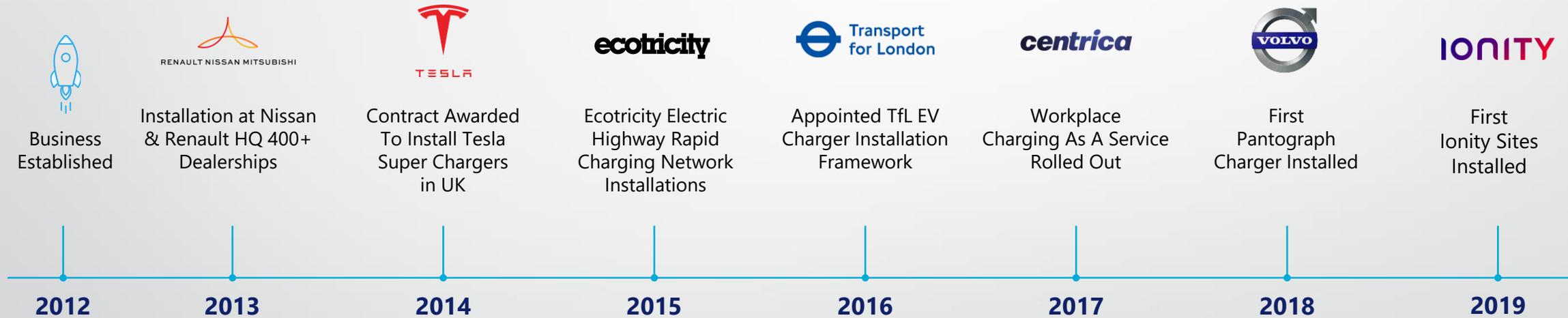
Industry 4.0

Unlocking energy
efficiencies for business
and industry

Our EV Journey

We have been involved in the EV ecosystem since 2012.

Partnerships with OEMs in place



Our EV Vision 5.0

2020 to 2025

2025

EV 1.0

EV Infrastructure Enablement

Provides a solution for return-to-base fleet, at work charging and services at public sites

EV 2.0

Beyond the Car

Tariff Optimisation, Flexibility of charging, Vehicle-to-Grid bi-directional charging to balance grid supply

EV 3.0

Connected Car, Connected Home, Connected Customers

Home Energy Management solution for EV customers

EV 4.0

MaaS/Mobility as a Service

Combining transportation services using a gateway that manages the trip with a single account

EV 5.0

CASE

Connected, Autonomous, Shared, Electric – Electric, shared self-driving vehicles, connected to each other & the users

2020

Our Three Year Plan

2020 to 2023

Platform Integration

- Centrica App
- CRM Opportunity

2023

Customer/Fleets

- Infrastructure
- Education
- Financing

EV 3.0

Connected Car, Connected Home, Connected Customers

Home Energy Management solution for EV customers

EV 2.0

Beyond the Car

Tariff optimisation, Flexibility of charging, Vehicle-to-Grid bi-directional charging to balance grid supply

Customer/Fleet

- Centrica tariff
- Customer product trials (V2X)
- 'Prosumer' products
- Pence per mile (PPM)/Fleet optimisation

EV 1.0

EV Infrastructure Enablement

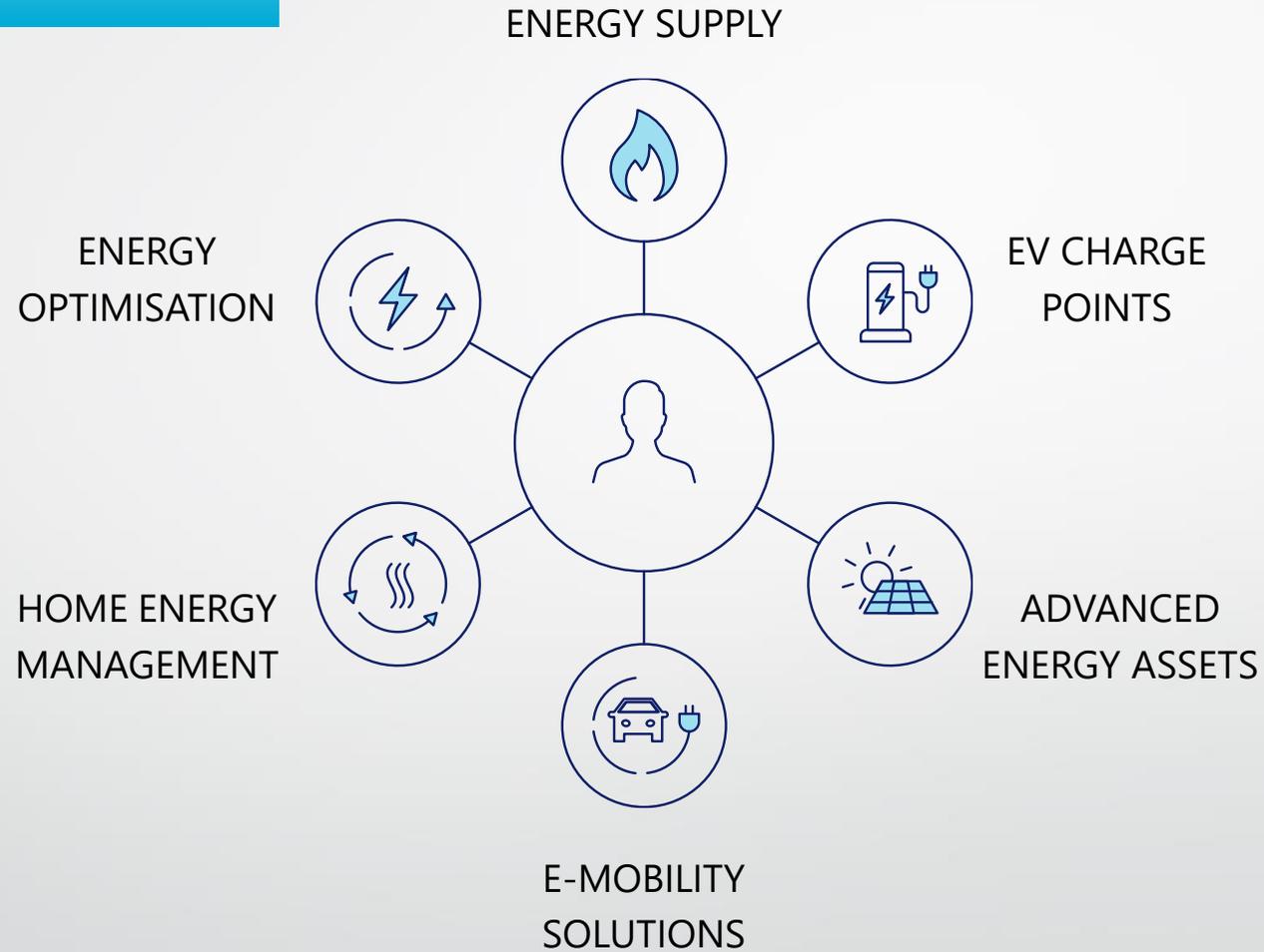
Provides a solution for home, return-to-base fleet, at work charging and services at public sites

Dealer Activation

- Infrastructure
- Training
- Point of Sale
- Financing

2020

Responding to our Customers' Changing Needs



Transforming the way we live, work and move

Centrica Mobility Ventures

Carl Bayliss, VP, Mobility – carl.bayliss@centrica.com 07557 614216

Lauren Dickerson, Head of Partnerships – lauren.dickerson@centrica.com 07557 610344

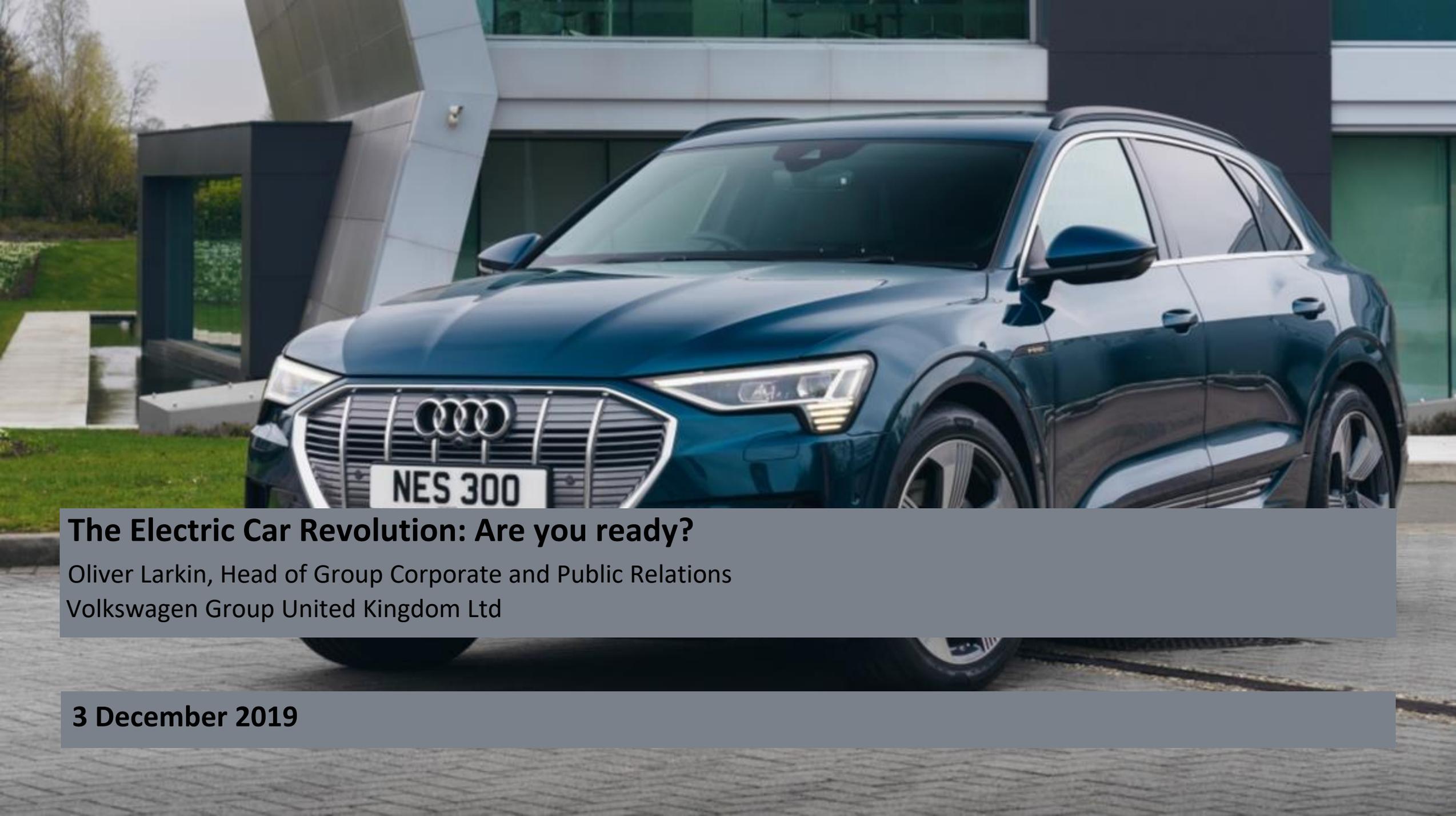
Chris Jackson, Head of Fleet Strategy – chris.jackson1@centrica.com 07769 540305

COMFORT BREAK

Back in seats 11:30

OLIVER LARKIN

Volkswagen Group



The Electric Car Revolution: Are you ready?

Oliver Larkin, Head of Group Corporate and Public Relations
Volkswagen Group United Kingdom Ltd

3 December 2019

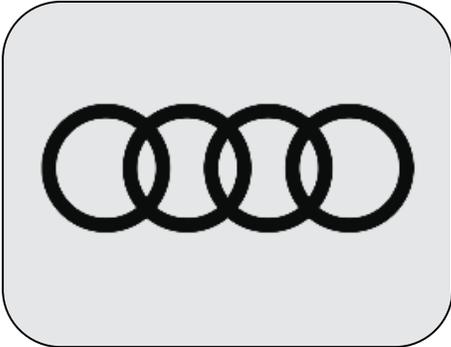
The Volkswagen Group: Global leader covering all sectors and segments



Commercial
Vehicles



The Volkswagen Group: Global leader covering all sectors and segments



The Volkswagen Group: financially robust in difficult global markets

Finance



Sales revenue: €187bn (+ 6.9 %)
Profit after tax: €11.1bn (+ 19 %)

Delivery



8 Million vehicles (-1.5%)

Production per working day



Ø 44,000 vehicles

The Volkswagen Group: global, skilled, diverse

Production plants



122 worldwide

Employees



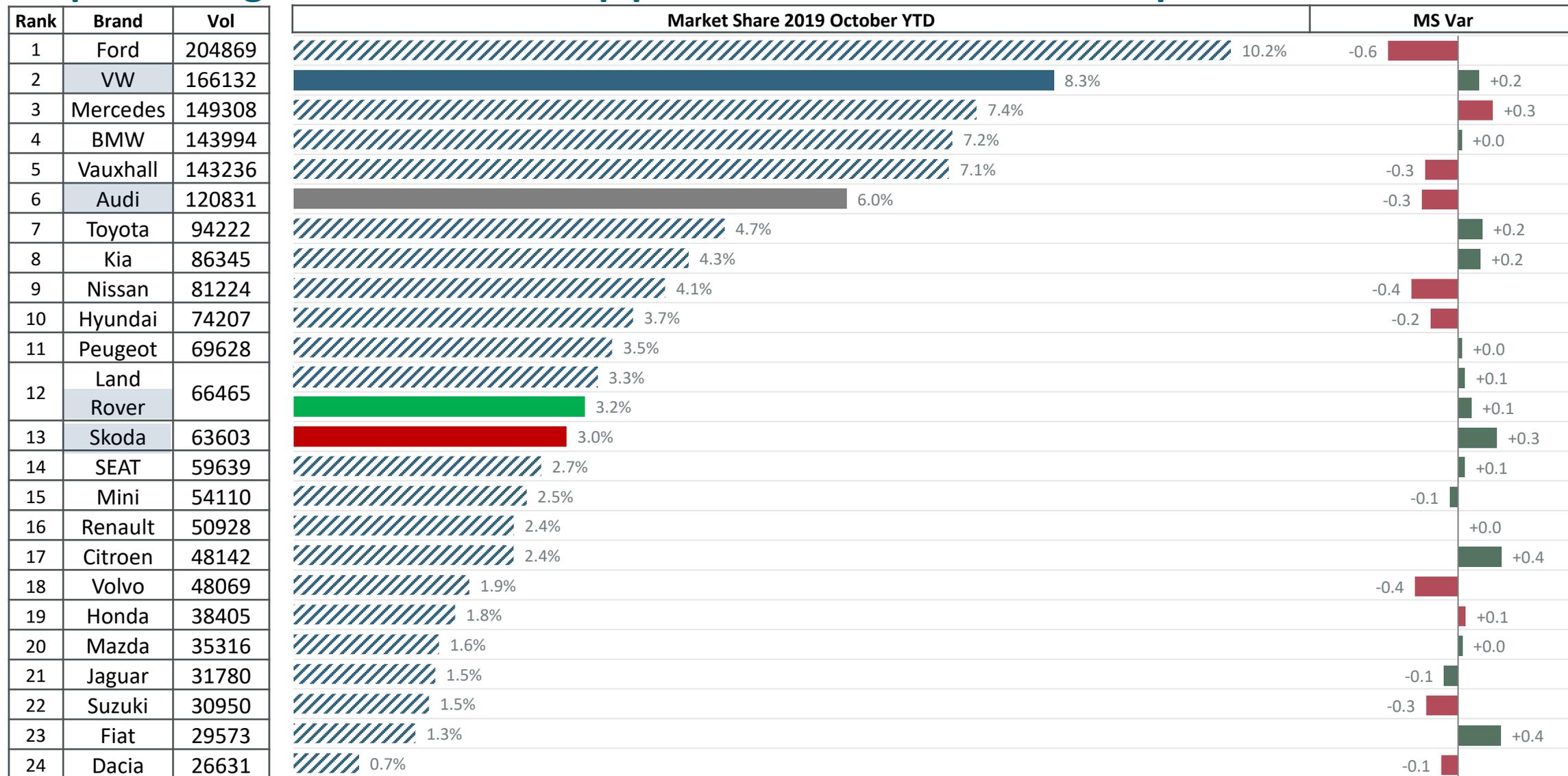
672,000

Models



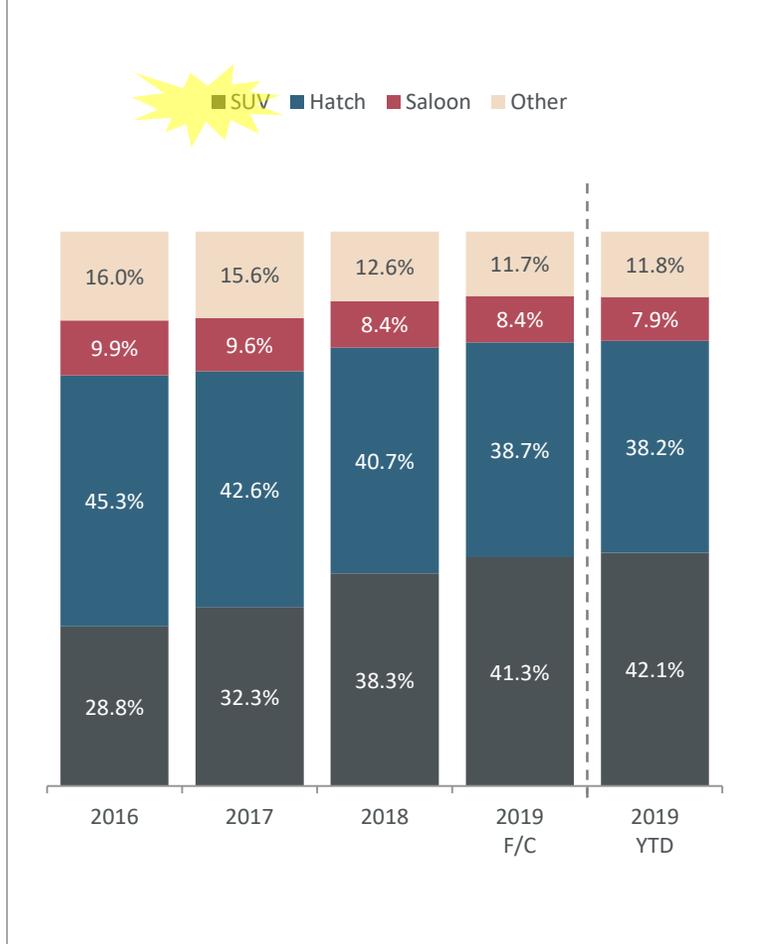
365 (31.12.2018)

Despite a tough market our Group performance continues to impress

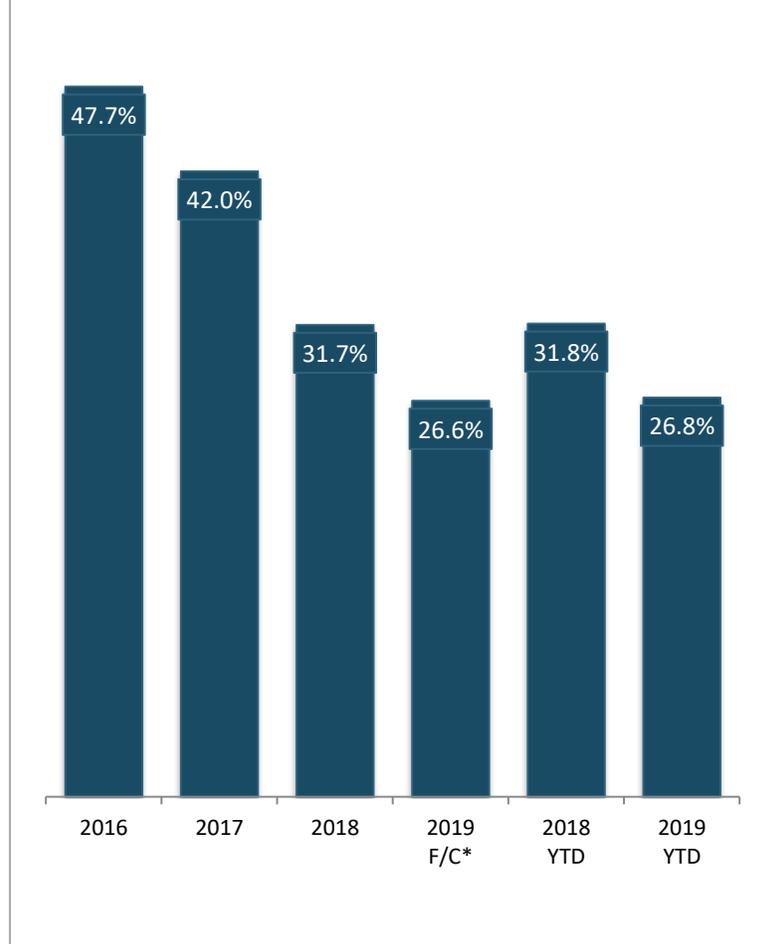


The market is changing

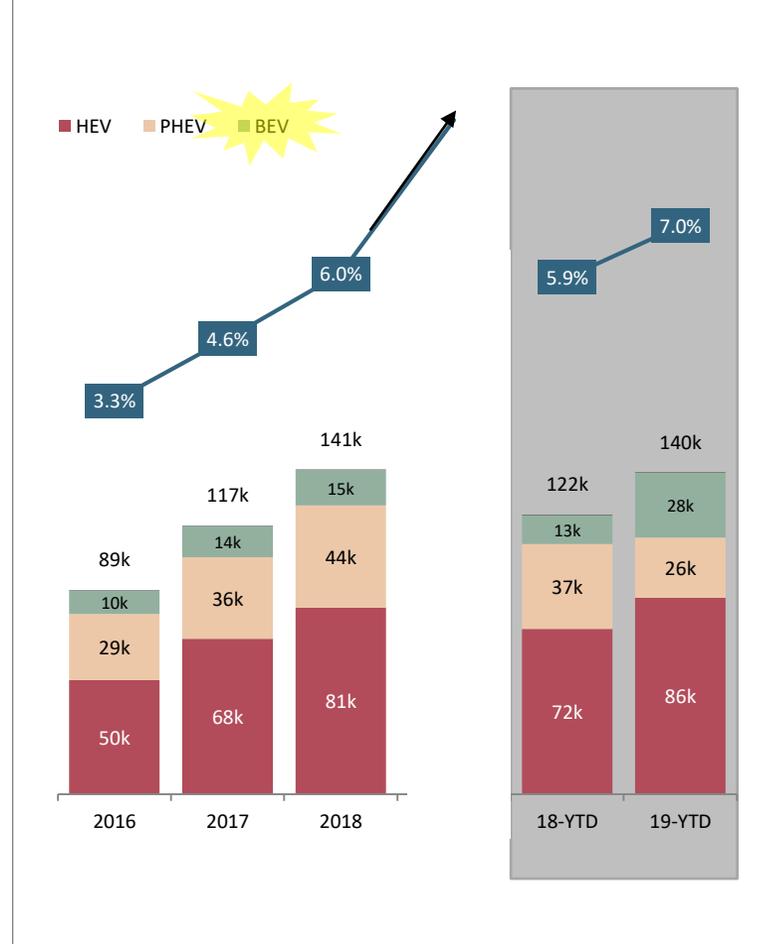
1 **Segments – SUV is the only growing segment (+7%) with decline in Hatch (-9%)**



2 **Fuel mix – diesel mix 27% YTD continues to decline (-5% YoY)**



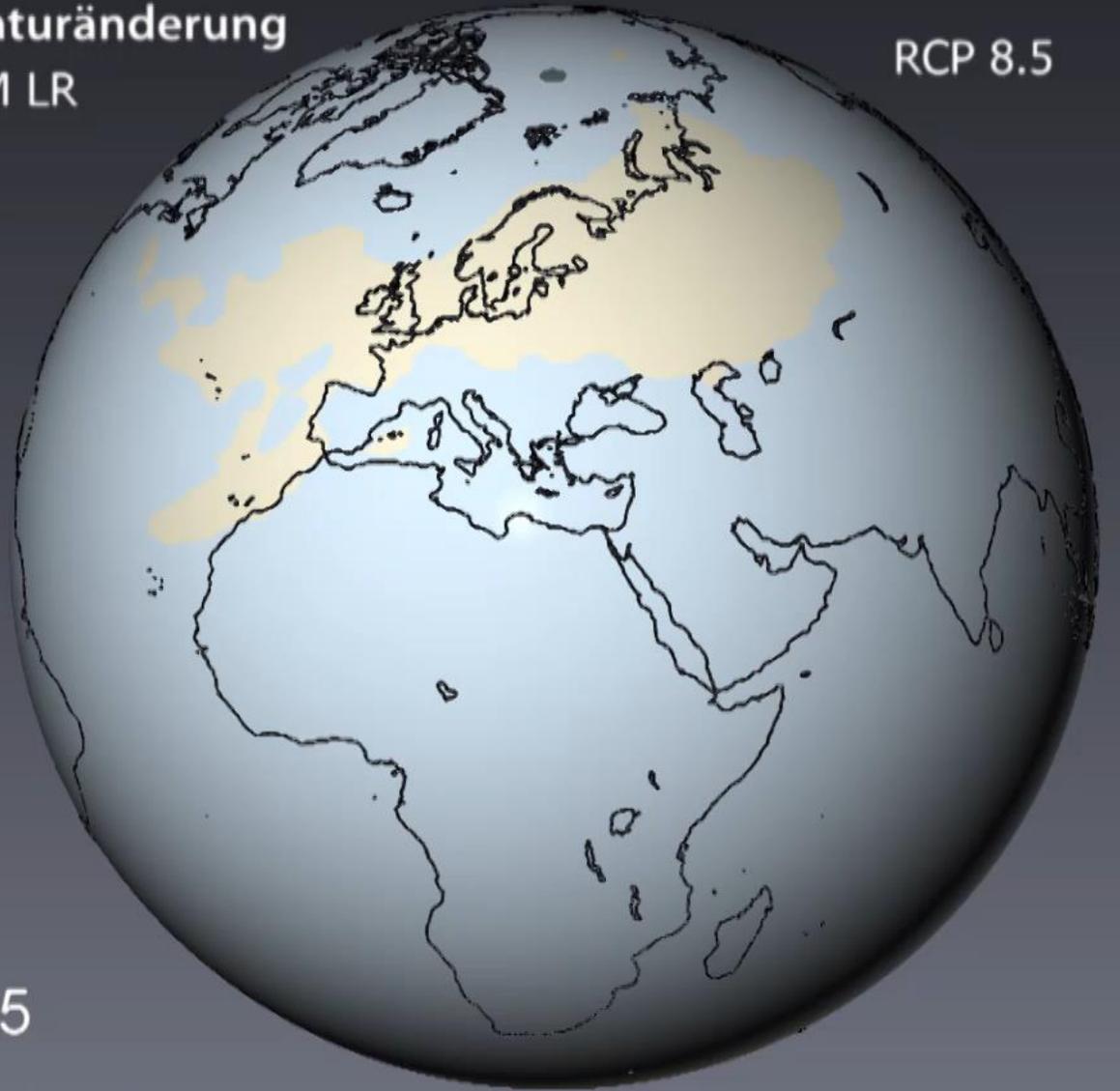
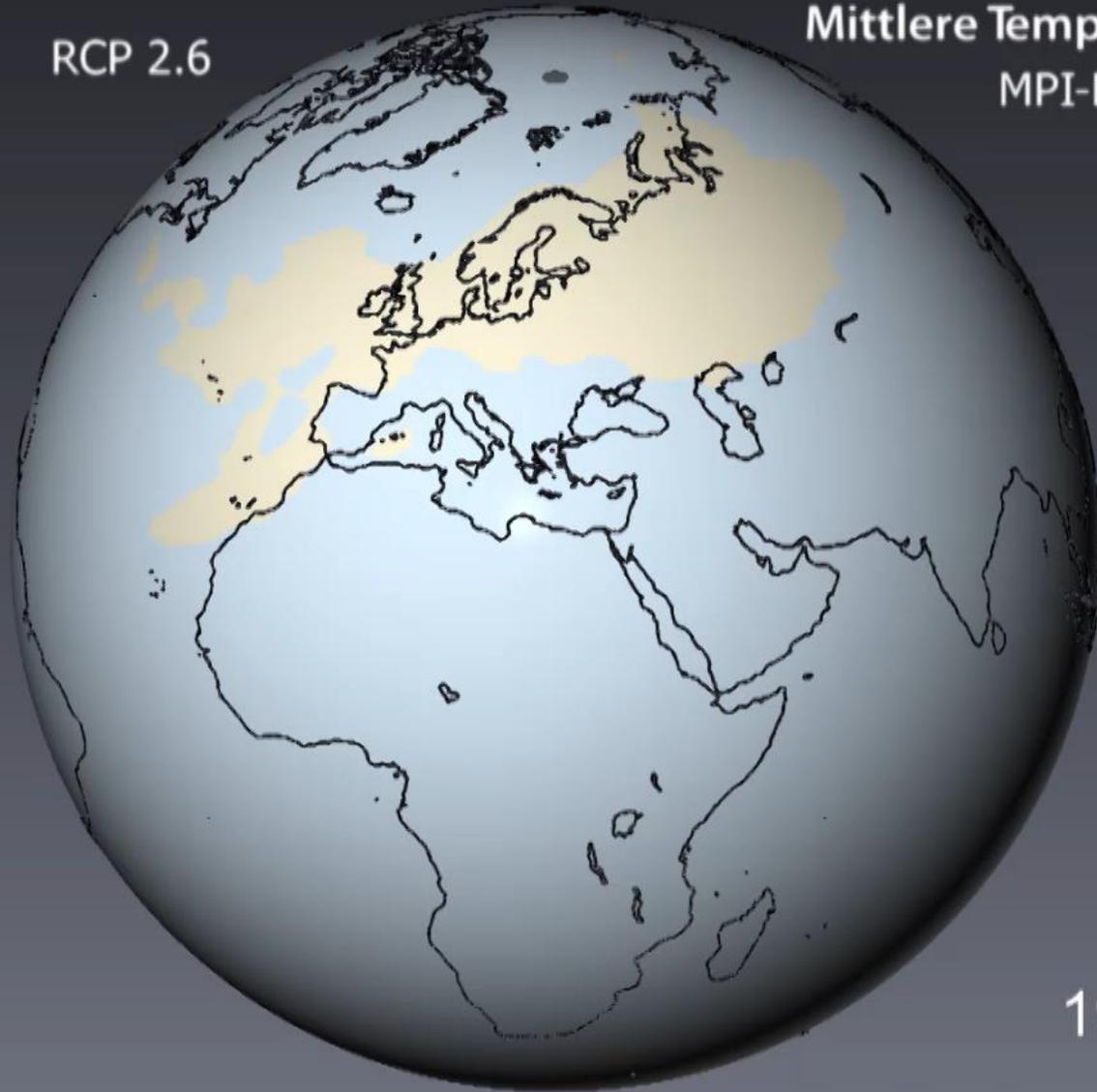
3 **AFV – volume is growing (+15% YTD YoY) with decline in PHEV (-29%)**



RCP 2.6

Mittlere Temperaturänderung
MPI-ESM LR

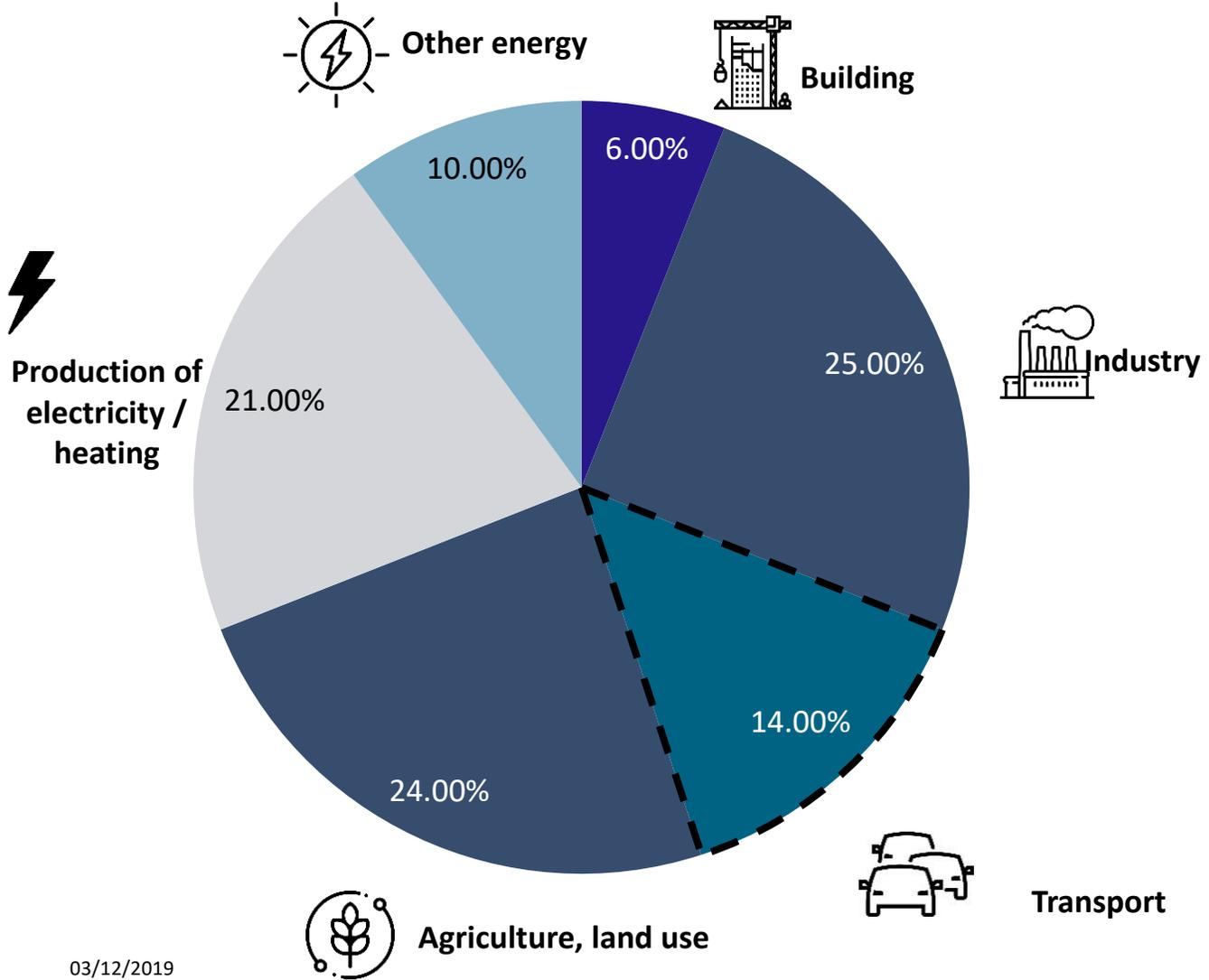
RCP 8.5



1985



CO₂ emissions of the automotive industry



The transport sector is responsible for 1/7 of direct global CO₂ emissions

Volkswagen Group vehicles are responsible for **2%** of CO₂ emissions worldwide

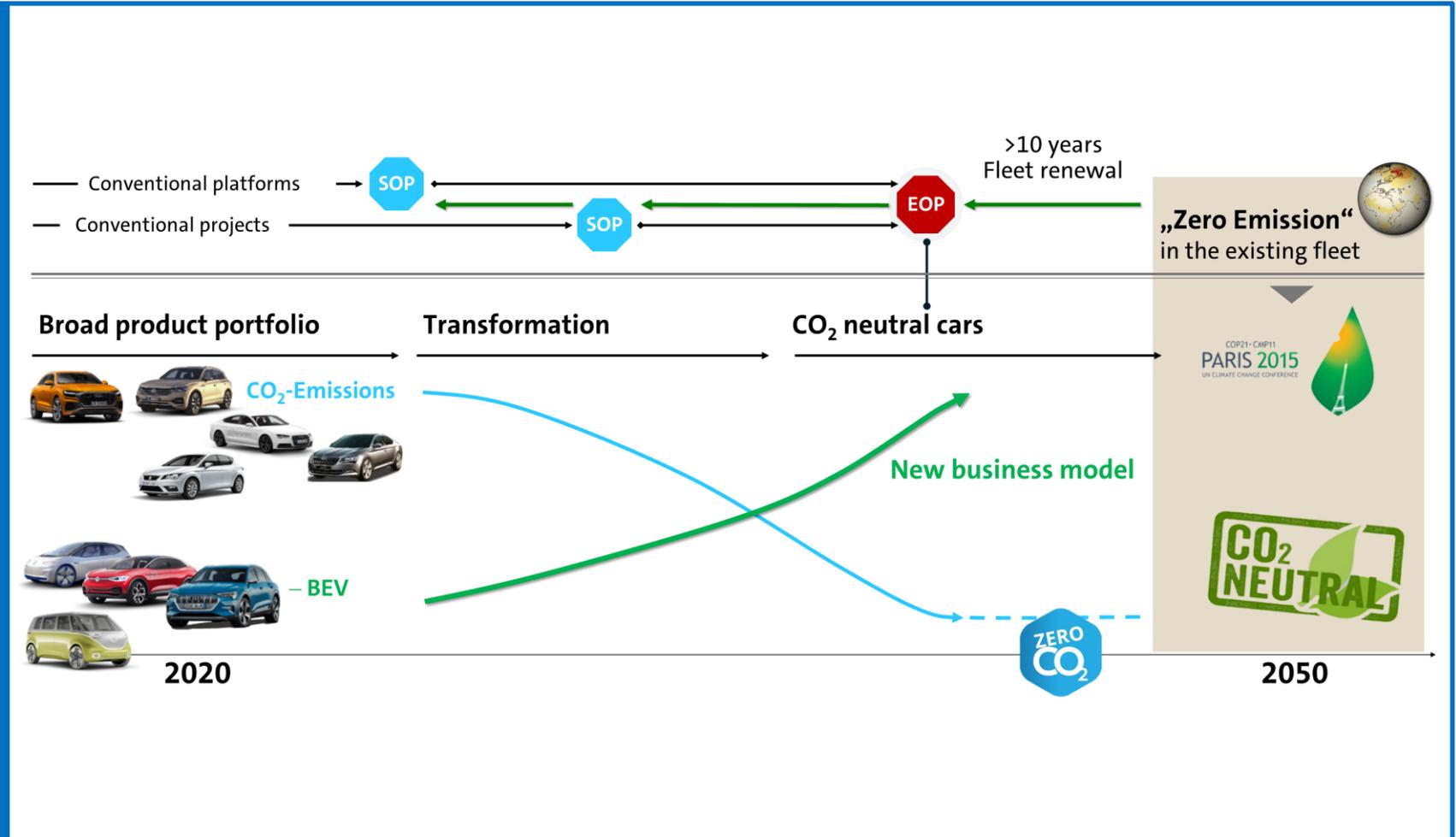
Goal: reduce CO₂ emissions from transport to zero by 2050 at the latest

At the Volkswagen Group, the Change is happening Now!

Technological paradigm shift

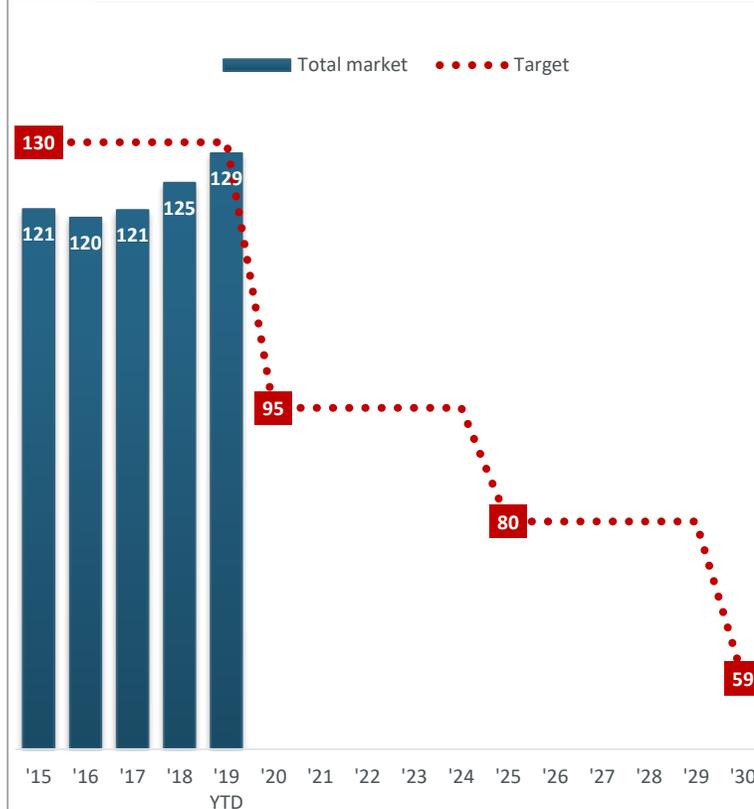


- Commitment to the goals of the Paris climate agreement
- CO₂ neutrality of the existing fleet 2050
- Tank-to-Wheel → Well-to-Wheel → Life Cycle



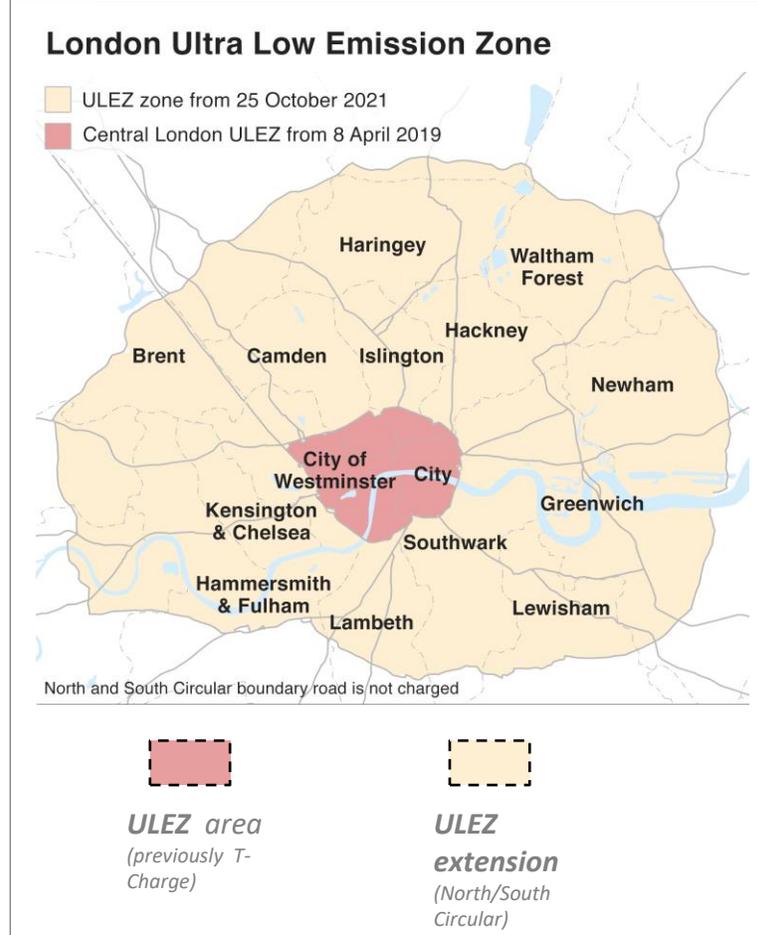
Sharp falls in European CO₂ levels are mandated, and local action is being taken too

1 CO₂ legislation: targets introduced



*95% vehicle fleet "phase-in" of 2021 (95g/km) target
 ^15% and 37.5% reduction (from 2021) for 2025/30 target setting respectively

2 Ultra Low Emissions Zones (ULEZ) to expand from October 2021



3 Clean Air Zone created (CAZ) to be rolled out across majority of UK cities

| City | City |
|------------|-------------|
| Birmingham | Leeds |
| Bradford | Leicester |
| Bristol | Liverpool |
| Cardiff | Manchester |
| Coventry | Nottingham |
| Derby | Sheffield |
| Edinburgh | Southampton |
| Glasgow | |

Electric for all: The Launch of the Volkswagen ID.3 marks the start of a new era





Volkswagen investing strongly in the future



Source: Volkswagen Group



Required Framework to allow broad EV adoption

Framework requirements



Government subsidies for new EV purchase



Acceleration of home & workplace charging



Strategic & coordinated approach to public charging infrastructure development



Complete, reliable and auditable national charge point registry



Strategic approach to in-life taxation

Engagement with politicians / industry stakeholders

F.T. Future of the car summit

Thomas Ulbrich key note address and presentation “the future is electric”.



SMMT International Automotive Summit 2019

VWG UK presence on ‘future of low carbon panel’ and debated wider industry plans to reach UK emissions targets.

EV Workshop / Roundtable at No 10

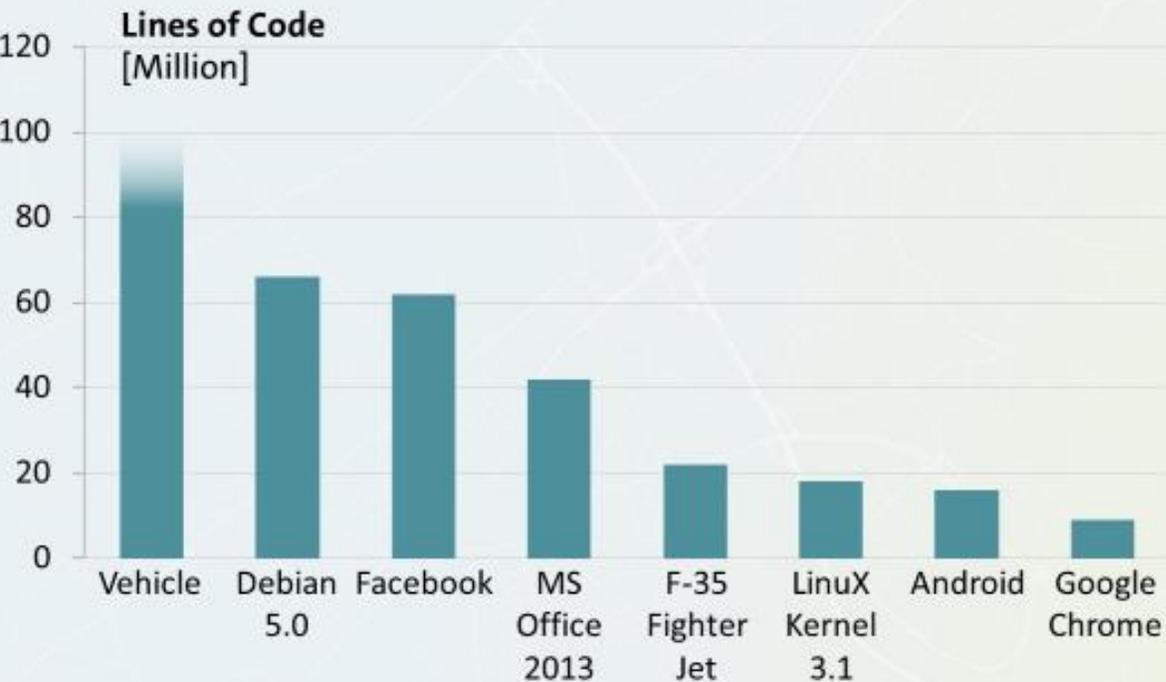
VWG UK represented in a workshop discussing the policy requirements required to build an infrastructure capable of supporting the switch to electrification.



THE SOFTWARE CHANGE

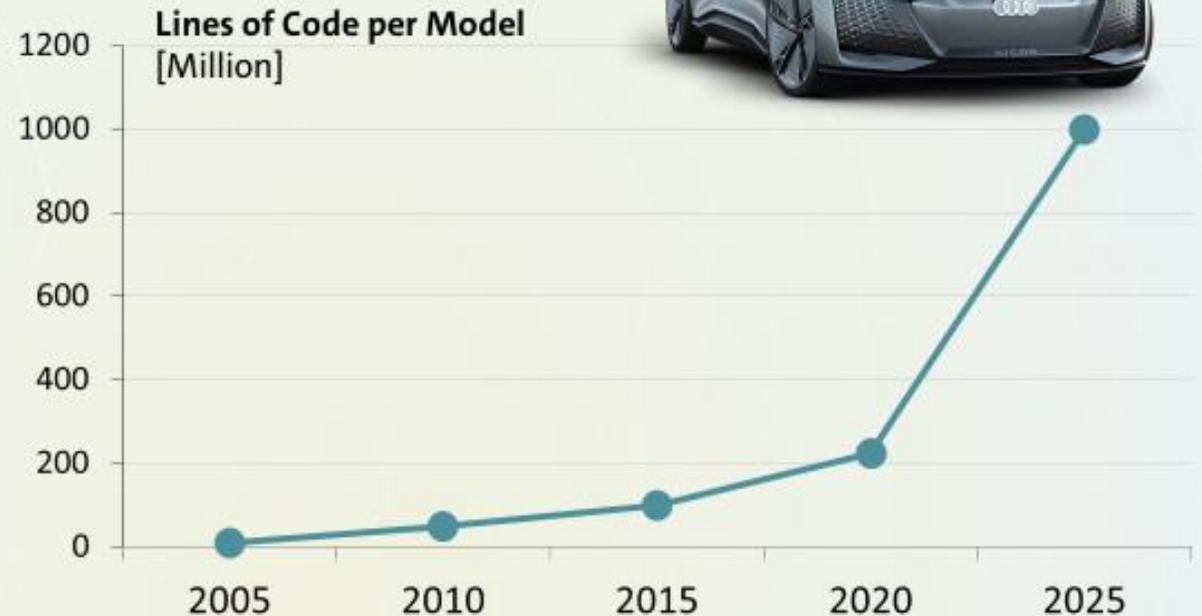
Today

- 100 million lines of code per vehicle
- Approximately \$ 10 per line of code
- Example: Navi system 20 million lines of code

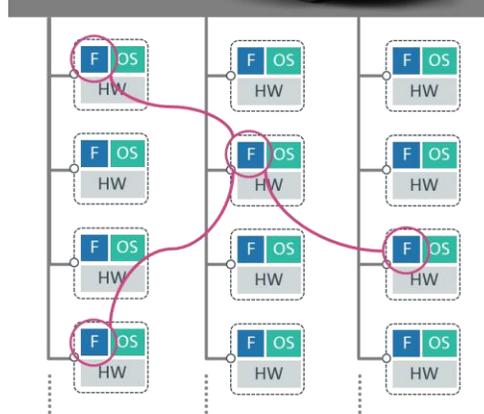


Tomorrow

- > 200 - 300 million lines of code are expected
- Level 5 autonomous driving will take up to 1 billion lines of code



The car becomes the most complex internet device



— distributed customer functions

Control units: approx. **70**

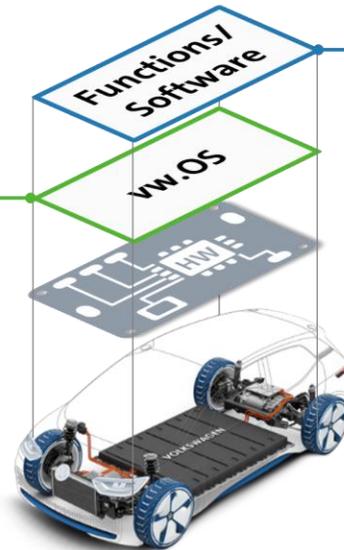
No own Software stacks

Today

Fully connected car



vw.OS Basic Software: Operating System



Software Stacks: Infotainment, Navigation, Emergency Assist ...



High Performance Computers **3-5**

+ Further control units for safety relevant functions

Development of Volkswagen's own Software stacks

Tomorrow

Barriers to EV adoption – and how we solve them!

Existing barriers to EV adoption

Range anxiety



FI

EI

Price



Charging anxiety



Total cost of Ownership





Electric Vehicle Approved

Barriers to EV adoption – and how we solve them!

Existing barriers to EV adoption

Range anxiety



Price



Charging anxiety



Total cost of Ownership



Volkswagen Group UK's approach

1

Customer journey & Offer



2

Charging Infrastructure



3

Partnerships



4

Energy offers



5

Regulatory consultation

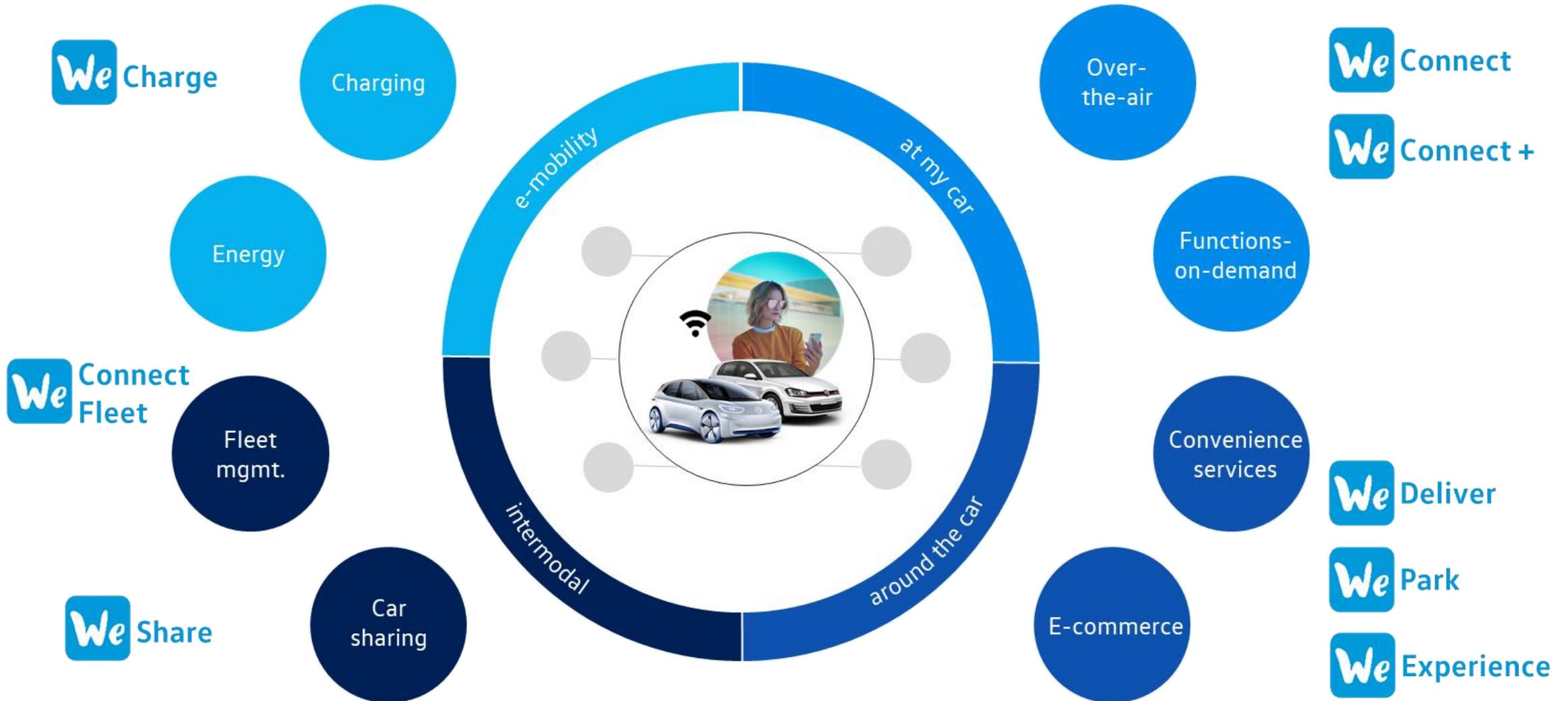


6

Employee advocacy



In touch with the customer – When and Where they want

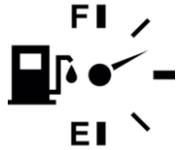


UK Charging Infrastructure Landscape

Barriers to EV adoption

1

Range anxiety



2

Price



3

Charging anxiety



4

Total cost of Ownership

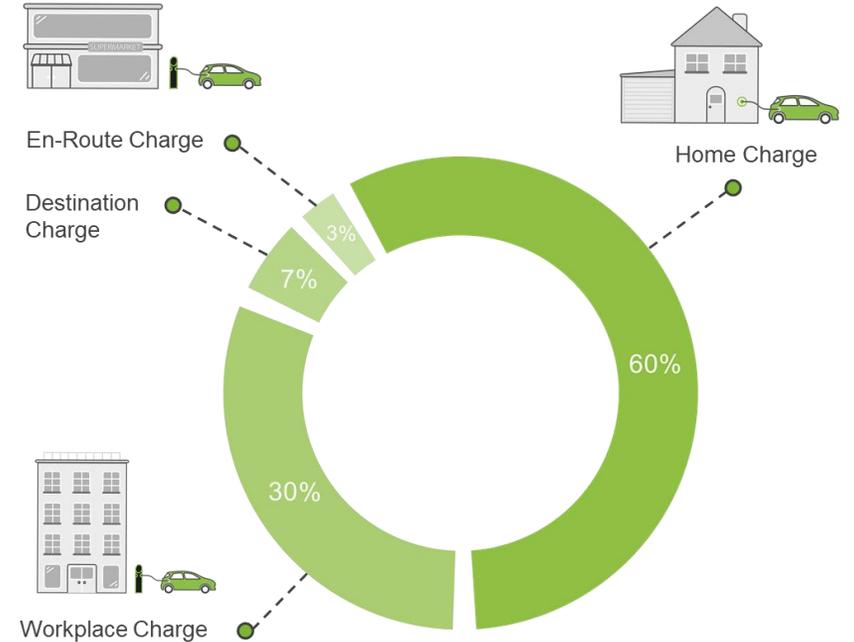


Public charging



Private charging

- 60% of all charging is completed at home.



Source: Pod Point, January 2019
*International Energy agency

Charging Infrastructure Partnerships: Tesco / IONITY



Launching the UK's biggest free EV charging network

The Partnership will deliver benefits for UK EV adoption and help realise Road to Zero targets. This partnership will increase the number of public charge bays in the UK by **14%**.

627 stores across the UK.

48 stores served 09/2019.

Breaking down
EV barriers

- Providing tangible infrastructure
- Enabling 'point of need' charging in everyday moment

EV is for me

- Bringing electrification to the masses at scale



European high power charging network

IONITY has opened three operational sites in the UK: Maidstone, Milton Keynes, Gretna Green.

Leeds Skelton Lakes is under construction.

4 x 350kW IONITY High Power Chargers are available at each site.

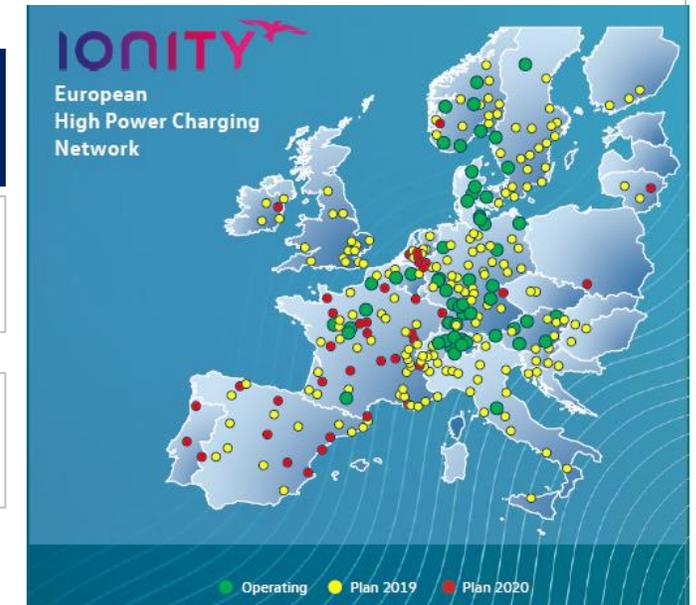
Target

Europe

400

UK

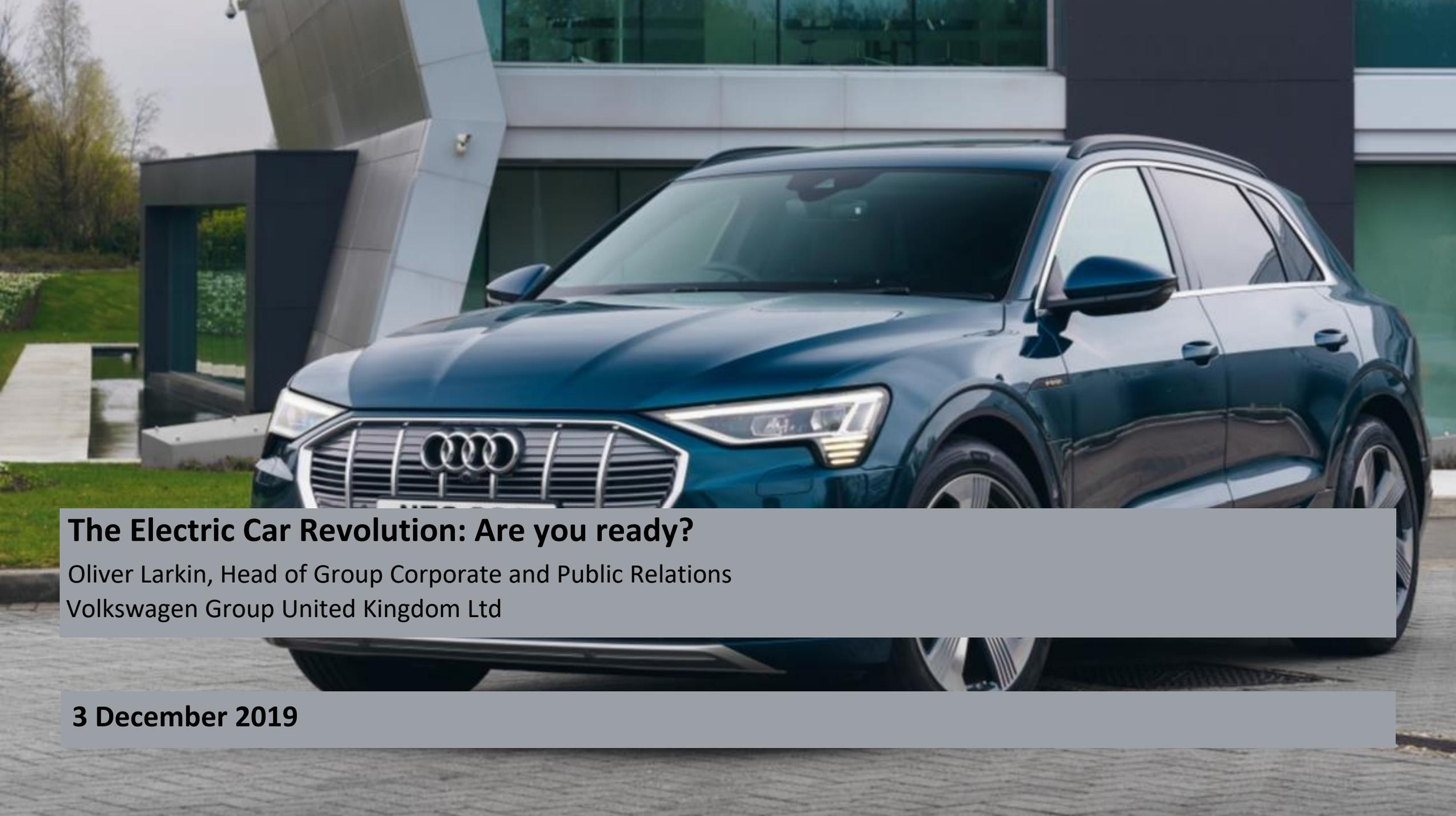
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Summary



*Together we face a challenging future. Dealers remain the face of our brands with customers. **Together we act as one.***



The Electric Car Revolution: Are you ready?

Oliver Larkin, Head of Group Corporate and Public Relations
Volkswagen Group United Kingdom Ltd

3 December 2019

STIG SÆVELAND

Hedin Automotive



HEDIN

AUTO MOTIVE

Stig Sæveland, CEO Hedin Automotive
December 3, 2019

Solid ownership with a long-term perspective

2 400 MEUR TURNOVER IN 2018

4 000 EMPLOYEES ACROSS 5 COUNTRIES

115 DEALERSHIPS, RETAILING 78 500 VEHICLES / YEAR

34 YEARS IN THE INDUSTRY

*Anders Hedin owns 100%
of the company.*

*One of the largest privately-
owned Automotive Retail
Groups in Europe.*



ANDERS HEDIN INVEST AB

Hedin Bil

Hedin Automotive

Synergies

Local Hero-principle with
clear delegation of
accountability and authority

Bavaria Norway



Bavaria Sweden



GS Car Parts



Hedin Performance Cars
Norway



CLEAR BRAND FOCUS

%

90

80

70

60

50

40

30

20

10

0

2013

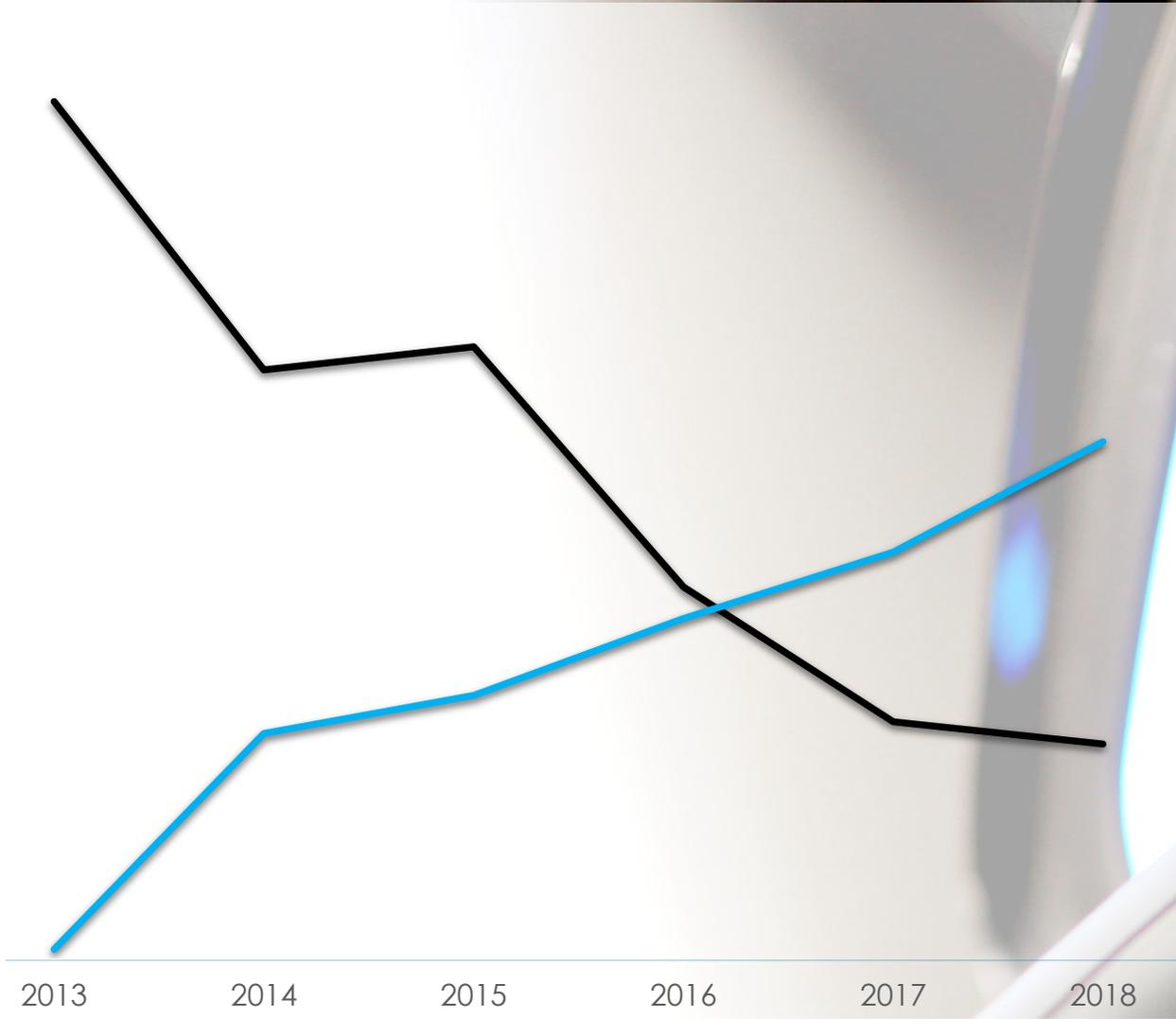
2014

2015

2016

2017

2018





Mac Martrey

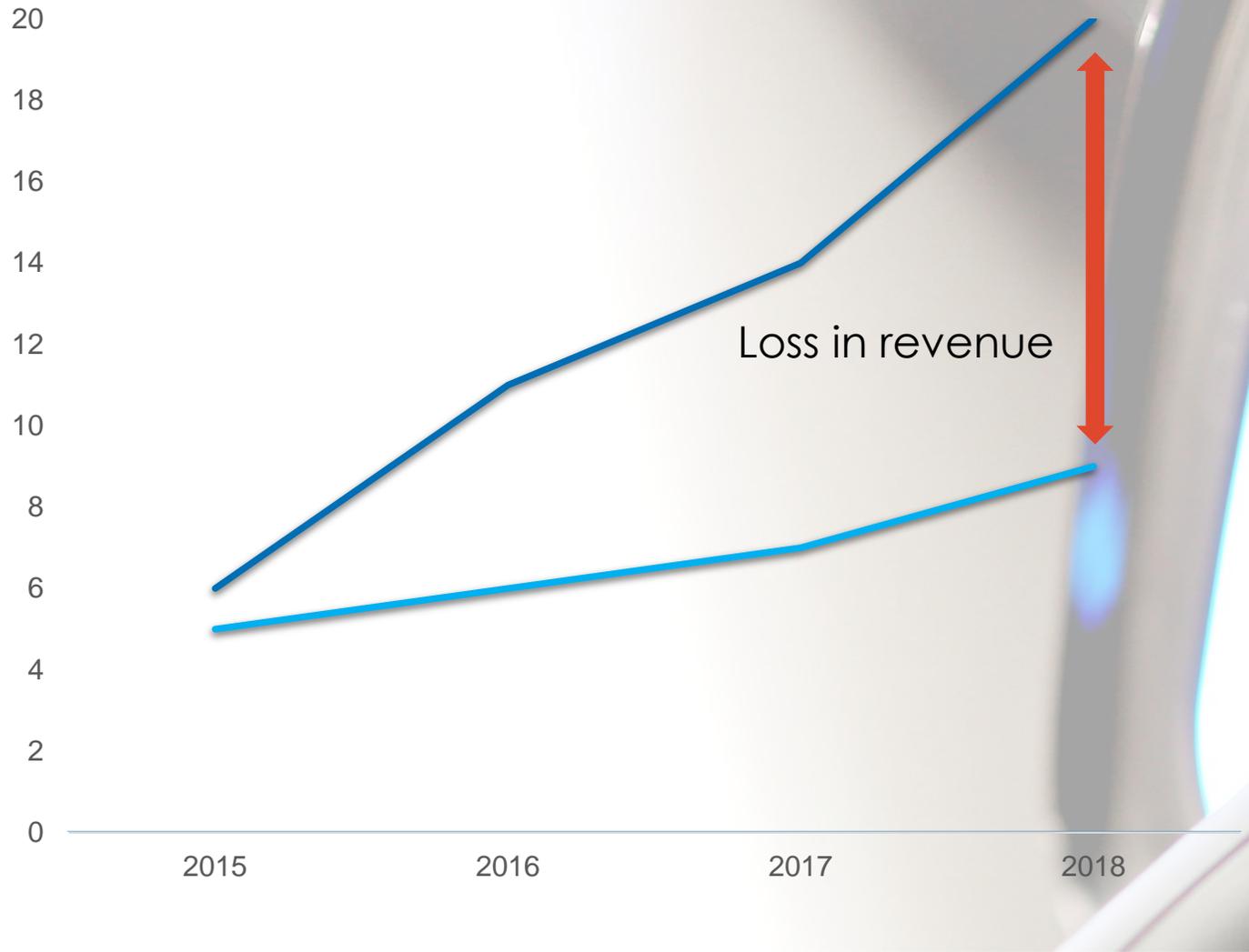
← Bruktbil



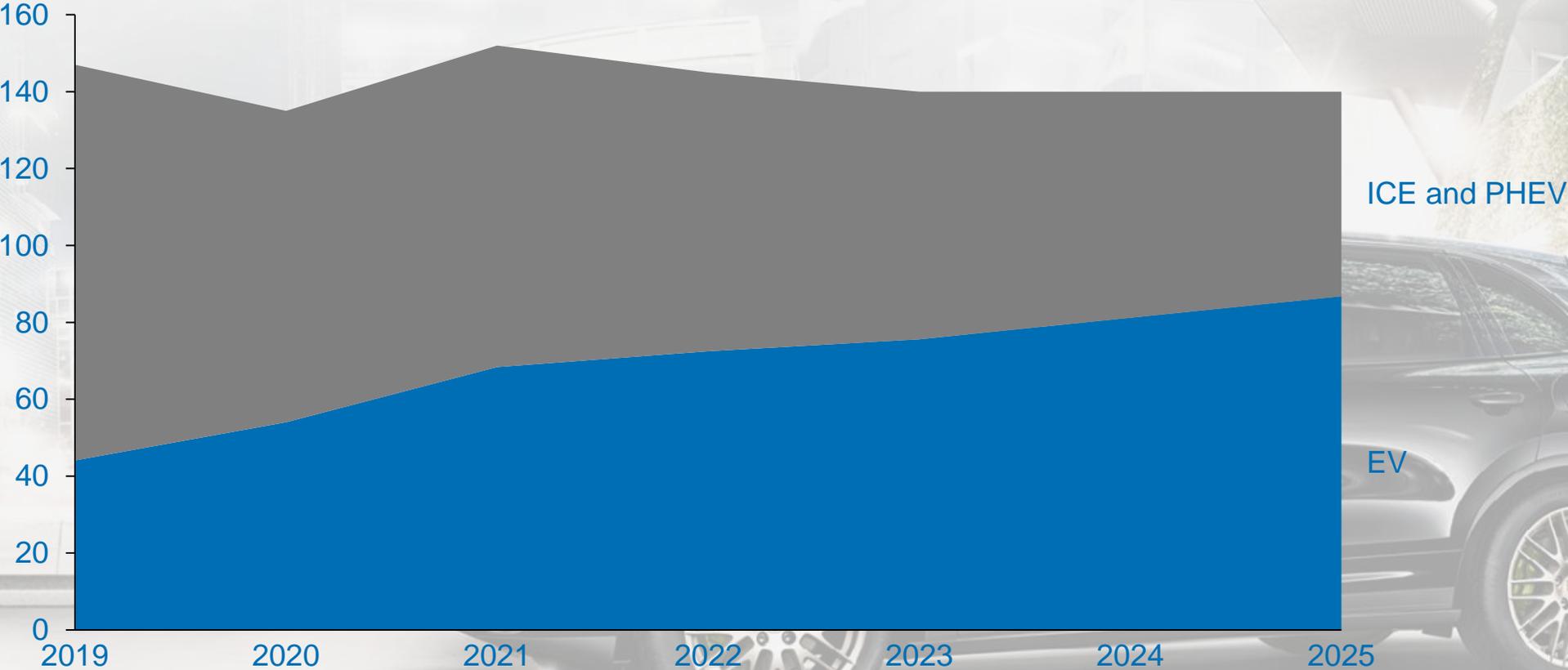
BMW







Market predictions for Norway



Survival of the quickest



Our purpose

We will create unique experiences for our customers.

Our ambition

We will lead the way and take the industry to the Next Level.

Our DNA

Surprisingly different, noticeably better.

Our personality

We will be characterised by passion and innovation, with humility, respect and honesty as our core values.

Our customer promise

We take care of everything – always.

Next Level Lean





An aerial, black and white photograph of a roundabout. A white car is driving on the road. The center of the roundabout is a circular island with grass. The text 'HEDIN' is written in large, bold, white capital letters, and 'AUTO MOTIVE' is written in smaller, white capital letters below it. The road has white markings, including a crosswalk and a triangular warning sign. There are streetlights around the roundabout.

HEDIN
AUTO MOTIVE

Customer focused organization





HEDIN

AUTOMOTIVE

Panel Discussion

Moderator: Jason Cranswick, Jardine Motor Group / NFDA EV Group Chair

Panellists:

- Jon Pollock - MHA
- Graeme Cooper - National Grid
- Carl Bayliss - Centrica
- Oliver Larkin - Volkswagen Group
- Stig Sæveland - Hedin Automotive
- Nick Hynes - SOMO

NFDA & EVA

Stephen Latham, NFDA Head of Operations

NFDA Member Benefits

- Beneficial commercial services
- ADR Conciliation and Arbitration
- Health & safety advice
- General business support
- MOT quality audits



NFDA COMMUNICATION & CONTACTS

NFDA Communication

We are in regular communication with our members through a number of channels.

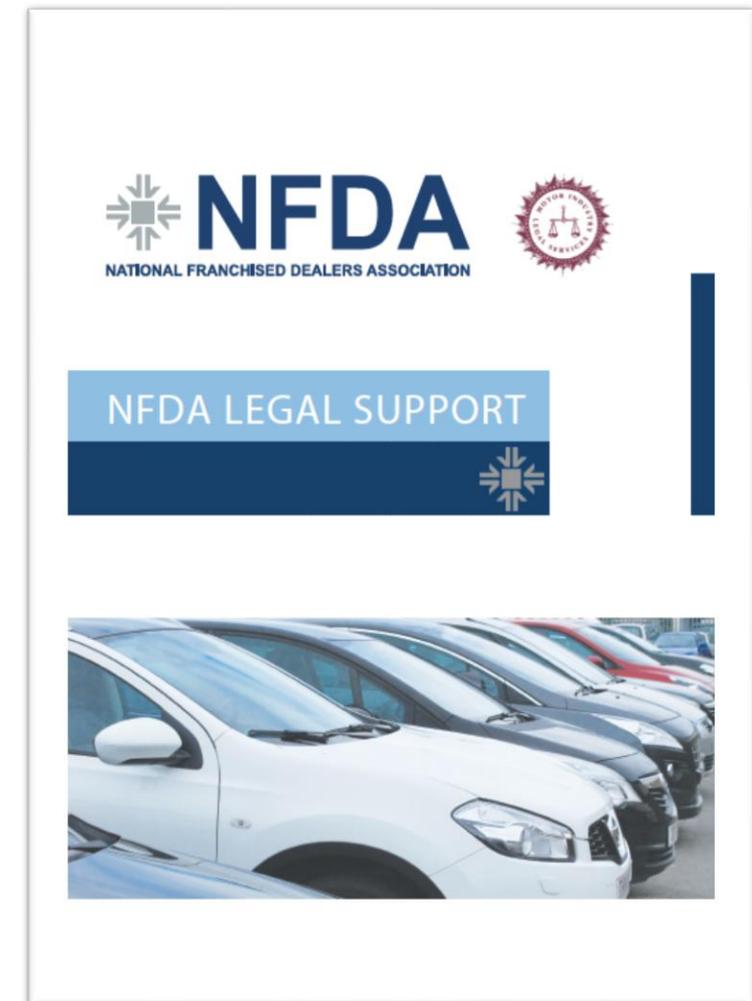
- NFDA weekly newsletter
- NFDA monthly commercial vehicle newsletter
- Daily news reviews
- Weekly Government updates
- Regular press releases
- Up to date, informative website
- Multiple social media platforms
- The Voice, NFDA's quarterly magazine
- Dealer Attitude Survey and Consumer Attitude Survey

For more information, please contact nfda@rmif.co.uk



NFDA Legal Support

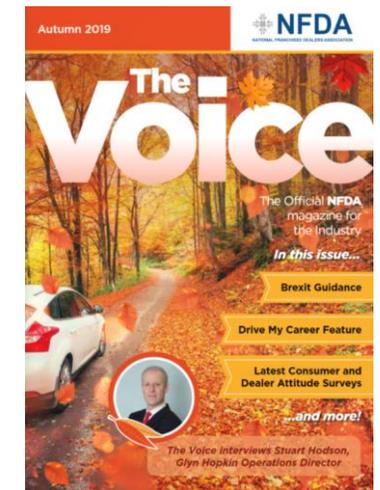
- Legal advice and consultation
- HR and Employment Law
- Consumer Rights Act
- Dealer agreements
- Supply of goods and services
- Trade Descriptions
- Data Protection



NFDA Communicates

- **QUARTERLY REGIONAL MEETINGS**
 - North, South, Midlands, North-East and South-west
- **INDUSTRY WORKING GROUPS**
 - Aftersales, F&I, Used Cars, HR, Electric Vehicles, Trucks
- **COMMUNICATIONS**
 - Weekly news, daily updates, press releases, website, industry surveys and reports, quarterly magazine - 'The Voice'

Plus events, workshops and seminars



NFDA Lobbying and Policy

- **Regular liaison with Ministers and Government departments**
 - Financial Conduct Authority (FCA)
 - Driver and Vehicle Licensing Agency (DVLA)
 - Driver and Vehicle Standards Agency (DVSA)
 - Department for Transport (DfT)
 - Department for Business, Energy & Industrial Strategy (BEIS)
 - HM Revenue & Customs (HMRC)
- **Regular engagement with external stakeholders**

NFDA Initiatives

Drive My Career

To highlight and promote careers in the automotive sector



Electric Vehicle Approved (EVA)

To recognise the best EV dealers



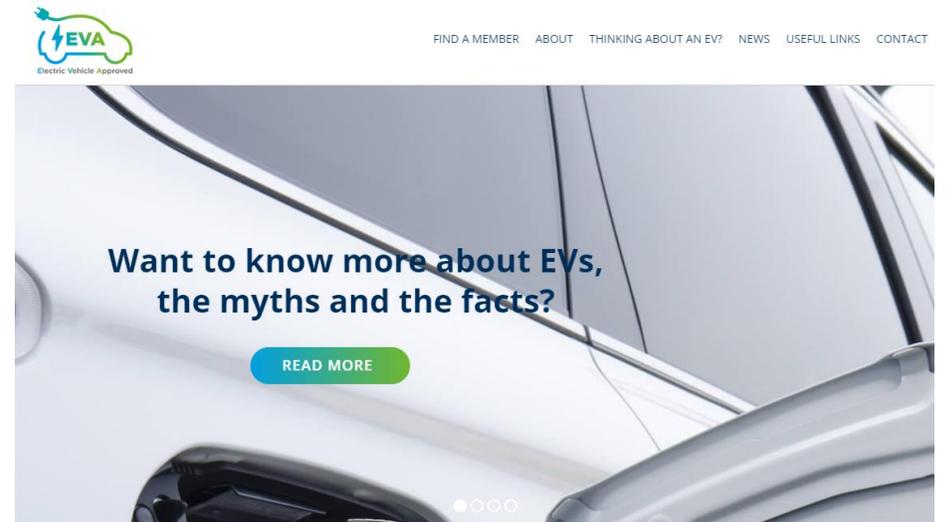


What is EVA?

Set of EV retail and aftersales standards for **independent** and **franchised** car retailers

Three way partnership between **OLEV**, **EST** and **NFDA**

- NFDA is the facilitator and awarding body
- EST is the independent EVA standard auditor
- OLEV supports and endorses the EVA project



Why EVA?

Different skill and expertise levels across showrooms and workshops



Customer confusion and need for impartial EV knowledge



Consumer confidence boost



Create a road-map for dealers looking to achieve EV retail excellence



EVA progress so far

- **30** sites in a pilot and an additional **100** funded for 2019 (all already allocated)
- Well-received **audit reports** – showing the need for the scheme
- **All car and van brands are included**
- Multiple **partnerships** in the pipeline

EVA Member Search

Below are the EVA sites closest to you, if you know of an exceptional EV site which should be part of the scheme feel free to tell us on the contact page.

Find an EVA Member

Villeneuve St. Georges Way, Eastleigh S

Get my Position

Show dealers

FIND AN EVA MEMBER

Radius

100 KM

Brands

SELECT BRANDS



Results



Application process

- Apply to NFDA, with eligibility, pre-screening self assessment
- EVA is to certify a site's current EV excellence, not their planned

| | |
|---|---|
| Publicly accessible charge-points on site | ✓ |
| Senior manager on site appointed "EV Ambassador" responsible for delivering excellence in EV customer experience for sales and aftersales | ✓ |
| All staff (reception to senior management) trained in EV basics | ✓ |
| Always a specialist EV car sales staff member in showroom | ✓ |
| EV demonstrator model available for test-drive | ✓ |
| Sufficient specialist EV trained technicians (sufficient to cover for holiday and illness) | ✓ |
| Specialist EV maintenance & repair tools, & equipment | ✓ |
| Chargepoint(s) installed in workshop | ✓ |



EVA audit process

Focus of audit is on the overall customer experience

- Pre-audit call to check site ready for audit and agree date
- On-site audit takes c.2-3 hours
- Interviews with sales staff cover qualification and handover process
- Identify common issues and highlight areas of best practice
- Audit reports reviewed to ensure consistency

Coverage



MOTORTRADER.com

Top dealer groups back new electric vehicle audit scheme

Badge of approval will help buyers choose electric cars



Stamp of approval for dealerships trained to work with electric cars



NFDA launches Electric Vehicle Approved (EVA) certification scheme



Dealer association launches 'EV Approved' scheme



New approval scheme launched to give electric vehicle buyers peace of mind



NFDA launches EV retailer certification scheme

New kitemark scheme launched to protect electric car buyers

Approval scheme launched for EV-savvy dealers



Electric Vehicle Approved scheme launched to certify EV retailers



New dealer approval scheme to help and inform EV buyers



Electric Vehicle Approved scheme to recognise dealers



Car dealerships who specialise in electric vehicles to be accredited



Electric Vehicle Approved: Car dealership accreditation launched to drive EV sales growth



Information

Email: eva@rmif.co.uk

Website: www.evaproved.co.uk

THANK YOU

Lunch is in the restaurant

www.nfda-uk.co.uk

@RMI_NFDA