

DEALER ENGAGEMENT PROGRAMS

Help your customers make confident EV purchases while strengthening local partnerships.



Partnering with local auto dealers can remove one of the biggest roadblocks in EV adoption. When you equip dealers with the right tools, they smooth the EV purchase journey, support local businesses, and increase customer confidence.

Why include dealers in your strategy?

- 60% of EV buyers purchase from a dealership, but just 26% report knowledgeable sales staff.
- Dealer partnerships boost trust and accelerate adoption.
- Inventory visibility + dealer training reduces friction at the point of sale.
- Strong dealer relationships improve long-term program success.

Let's build your dream dealer engagement program together!

For more than a decade, REACH Strategies has helped utilities “crack the code” on dealer engagement, from co-branded outreach materials to turnkey toolkits and onboarding campaigns. Contact us to start building a stronger utility-dealer partnership.

