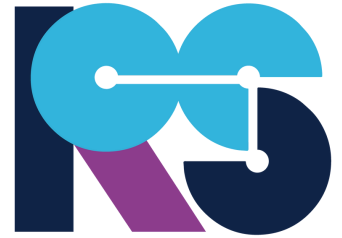


Turn Experience into EV Adoption

Hands-on activations that transform curiosity into action.



When it comes to EVs and electrification, nothing beats experience. Customers need opportunities to see, touch, and try new technologies — without the pressure of a sales pitch. Utilities are uniquely positioned to provide those moments and build stronger customer relationships in the process.

Why build experiences into your plan?

- Customers who test-drive EVs are 20%+ more likely to purchase or lease.
- Experiential events boost satisfaction and trust while reducing uncertainty.
- Utilities can directly address customer concerns and gather real-time insights.
- Over 1,000 events delivered, 1M+ customer contacts, and proven conversion results.

Experiential programs do more than showcase technology — they create moments of connection. Each pop-up, test drive, and neighborhood event builds a stronger bridge between you and the customers you serve, turning awareness into lasting relationships and shared momentum toward electrification goals.

Experiences matter — and they work.

