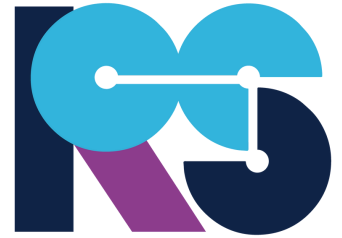


# Lower Digital Tool Costs — Without Lowering Impact

*Deliver better EV shopping experiences at up to 50% lower cost.*



Today's EV buyers start their journey online — searching, comparing, and making decisions long before visiting a dealer lot. You can play a critical role by offering trusted, fact-based tools that reduce confusion, build confidence, and make the customer journey smoother.

## Why invest in Digital Tools?

- Nearly 75% of EV shoppers begin their journey online, and interactive tools boost purchase likelihood within 30 days.
- Lower costs mean you can reinvest budget into incentives and education.
- Data-rich analytics help you understand what customers want and where they need support.

## What do you get with REACH EV Shopping Tools?

- Real-time engagement analytics to measure impact
- Side-by-side vehicle comparison tools to simplify choices
- Easy sharing features so households can discuss options together
- Lower cost — up to 50% less than other market tools

**Lower cost. Higher impact.  
A better customer experience.**

