



## First Quarter Report: January – March 2018

### Phase 2 – CEVforBC™ Program



*A Program Administered by the **New Car Dealers Association of BC**,  
on behalf of the Province of British Columbia*





**First Quarter Report: January 1 – March 31, 2018**

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## 1.0 A Message from the President



**April 30, 2018** - (Richmond, B.C.) The New Car Dealers Association of BC (NCDAB), on behalf of its members, is pleased to provide the 2018 **First Quarter** report of the Clean Energy Vehicle for B.C. Point-of-Sale Purchase Incentive Program (CEVforBC™), to the Province of British Columbia. As of March 31, 2018, paid and reserved applications for incentives for clean energy vehicles **totaled \$6,440,663.00** for the First Quarter (NOTE this is the highest combined reserved and paid out number in the Program).

During this Quarter, the number of units paid out for applications totaled **223 units** (the previous Quarter was 537). The total amount of incentives paid out during this Quarter was **\$969,168.00** compared to a total of \$2,407,500.00 last Quarter.

**The increase in reserved units from the First Quarter in 2017 compared to First Quarter in 2018 is up 91%.** The total reserved for this Quarter is: **\$5,417,495.00**. This is in part due to greater interest in EV ride and drives at the recent incredibly successful 2018 Vancouver International Auto Show as well as impact of fuel prices on consumer purchase decisions, including confusion around the requested changes to the calculation of PST, which has in turn delayed the application approval process.

This Quarter saw the best attended Electric Vehicle Experience (EVE) at the 2018 Vancouver International Auto Show, giving valuable exposure to the CEVforBC™ brand amongst the BC public, media and manufacturers. More than 1,400 test drives occurred at EVE with 15 clean energy vehicles, up from 1,200 in 2017 (with one day less than the 2017 Show – 17% increase).

BC dealers were recognized at the opening event, *UNVEILED*, of the Auto Show, for their clean energy vehicle sales efforts with Green Star Dealer™ Awards for 2017 sales efforts.

We have included an overview of the Marketing Plan's activities for March, covering the Auto Show event. The top selling models for the First Quarter as follows: Chevrolet Bolt (**145 units, \$725,000**); Chevrolet Volt (**129 units, \$645,000**); and, Mitsubishi Outlander (**104 units, \$260,000**) (*See page 17*).

It's truly a privilege to serve the citizens of BC by providing this important environmental program and we look forward to even more BC'ers experiencing the benefits of clean energy vehicle ownership.

Yours truly,

A handwritten signature in dark ink, appearing to read 'Blair Qualey'.

Blair Qualey  
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## **2.0 Program Overview**

The BC Clean Energy Vehicle Point of Sale Incentive Program (CEVforBC™) encourages clean energy development and technology innovation in British Columbia. The Program is administered through a partnership between the BC Ministry of Energy, Mines and Petroleum Resources and the NCDA. Phase 2 of the program was renewed for 2015 and officially announced on March 23, 2015. The Program came into effect on April 1, 2015 and continued until funds were depleted in February 2016. The program was recharged on March 2, 2017 with \$6.89 Million in additional funding. The funding will be available until depleted, or until March 2020, whichever comes first. s.21

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The current phase of CEVforBC™ provides BC residents with up to \$5,000 off the pre-tax sticker price for qualifying new *battery electric, fuel-cell electric, and plug-in hybrid electric vehicles* and up to \$6,000 for *hydrogen fuel cell vehicles*. For program information here, please visit: [www.CEVforBC.ca](http://www.CEVforBC.ca).

## **3.0 Outreach Efforts**

Events during this Quarter emphasized the availability of CEVforBC™ incentives for BC residents, including the BC Auto Industry Conference, Generate BC Conference, Green Star Dealer Awards and Marketing Plan updates.

### **3.1 Monthly e-Newsletter**

A *By The Numbers* e-newsletter is distributed monthly to eligible CEVforBC™ dealerships noting added vehicles and top selling vehicles, including dealer resources.

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### **3.2 Green Star Dealer Awards – 2017 Sales**

Green Star Dealer Awards were presented at opening event to the 2018 Vancouver International Auto Show on March 28.

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*Campus Nissan, Kelowna Chevrolet, Dueck GM, North Shore KIA, Wheaton GM Victoria, McCarthy GM, were all presented awards during the Awards Ceremony, in front of their peers from dealerships, media and government, with attendance over 700. The presentations were 'electrifying' and had the attention of everyone attending the conference.*

*A News Release was distributed to media noting:*

The Green Star Award recipients for Battery Electric Vehicle Sales (BEV) and Plug-in Electric Hybrid Sales (PHEV) for 2017 sales were:

Top BEV Sales—Vancouver Island—**Campus Nissan (BEV)**  
Top PHEV Sales—Vancouver Island—**Dave Wheaton GM Victoria (PHEV)**  
Top BEV Sales—Lower Mainland—**North Shore Kia (BEV)**  
Top PHEV Sales—Lower Mainland—**Dueck Downtown (PHEV)**  
Top BEV Sales—Interior—**Kelowna Chevrolet (BEV)**  
Top PHEV Sales—Interior—**Kelowna Chevrolet (PHEV)**  
Top BEV Sales—Northern—**Terrace Totem Ford (BEV)**  
Top PHEV Sales—Northern—**MacCarthy Motors (PHEV)**  
Most Improved Dealership—**Dueck Downtown**

*“Growth in the ownership of electric vehicles is integral to reducing greenhouse gases,” said Michelle Mungall, Minister of Energy, Mines and Petroleum Resources.*

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### **3.3 Social media**

NCDA maintains the CEVforBC™ presence on social media, highlighting purchase incentives available, including tweets about various EV events, test drives and dealer engagement. Enhanced content continues on the CEV's facebook, twitter and Instagram pages.

*Samples below (further details included in the March Marketing Report update):*

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### **3.4 Events**

#### **Vancouver International Auto Show (March 28 – April 1)**

The 2018 Vancouver International Auto Show was held at the Vancouver Convention Centre during a 5-day period and reached a new attendance record of over 120,000 attendees. This was a new record for the 98-year show!

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#### **Premier Sponsor Benefits**

The following sponsor benefits were provided to CEVforBC™ as a Premier Sponsor at VIAS 2018.

*Recognition as Official Partner Sponsor to VIAS 2018.*

- 600 square foot exhibit in the EVE Test Drive Registration Area. – VIAS facilitated the design and build of the space, as well as sourced vehicles for to be part of the display.
  - Media photo wall highlighting popular plug-in and battery electric vehicles
  - 'Charging table' – get charged up with CEVforBC™ – charging options for variety of phone types
  - Brochure rack with eligible vehicle lists and CEVforBC™ Program details
  - Swag bags for giveaways to interested attendees (assisted via Emotive volunteer with daily giveaways)
  - Brand new 2019 Nissan Leaf as display vehicle, **courtesy of Nissan Canada**
  - BONUS: Neighbouring display by Novex Couriers (amongst greenest couriers in North America) displaying a 2018 Chevrolet Bolt

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*Visit by Minister of Environment Heyman at the VIAS EVE and checking out the variety of clean energy vehicles available.*

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- Official Sponsor/Presenter of the Electric Vehicle Experience – test drives

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- Logo recognition in all print, TV and online advertising

Copyright

- Logo recognition on the majority of printed touch points for VIAS including on pre-printed event tickets

Copyright



- Logo recognition on all signage relating to EVE- test drives

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- Logo and positioning in material to OEM's and Dealers when filling EVE – test drive positions
- Logo and information on webpage relating to the EVE – test drives

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- Logo recognition on all car toppers, supplied to OEM's promoting the test drives.

- Onsite signage: Sponsor recognition signage, way find signs, three sponsor signs in key traffic locations.

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WATCH Thanks to Sponsors video (+ sample on onsite signage):  
<https://www.facebook.com/VIAS/videos/10156393948296979/>

- Positioning outside Thurlow entrance for CEVforBC™ branded Rolling Billboard.

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- CEVforBC™ positioning at the sign up tent located on the Exhibition Hall Level
- Full page ad in both the English (50,000 copies) and Mandarin Show Guides/Mandarin (40,000 copies) version of VIAS website. Recognition on cover as a Partner Sponsor.

- Sample of Show Guide here: <https://vancouverinternationalautoshow.com/show-info/show-guide/>

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- Inclusion as a sponsor in a contest related to an EV or Hybrid vehicle weekend drive contest.
- 'Green Room' Lounge & Static EV display + Green Star Dealer Awards Presentation. *See UNVEILED event highlights for presentation of Green Star Awards.*
- CEVforBC™ Press Tour Opportunity: CEVforBC™ was prominently positioned near the start of the Press Tour to deliver CEVforBC™ messaging. – VIAS coordinated positioning of EV vehicles in the area of the press conference.
- Editorial Offers for On-Air personalities to test drive EV vehicles promoting the show and the EVE Test Drives.
- Survey questions were included on EV areas of interest. *NOTE: Results will be available shortly, following First Quarterly Report.*

#### **CEVforBC™ UNVEILED Sponsor benefits included – Silver Level**

As part of the Awards Ceremony at the grand opening event of the 2018 Auto Show, UNVEILED, recognized the top winners from the CEVforBC™ Program's Green Star Dealer Awards. Sponsor benefits included:

- Logo placement on event signage
- Logo placement on rolling screens
- Logo placement on all event websites
- Logo in event program
- Logo placement on weekly e-newsletter
- Verbal recognition during event Welcome
- Social media mentions

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**UNVEILED Program Highlights – Ad and Award Recognition**

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#### **4.0 CEVforBC™ in the News**

##### **Earned Media Coverage**

Earned media outreach for CEVforBC™ primarily included NCDCA President Blair Qualey's weekly column in the Vancouver Sun and the Province's Driving Section, including a monthly column in community papers via Glacier Press (**hits 200,000 doorsteps**). The Sun/Province column, which appears every Friday in both print and online, tackles issues related to the industry in general, as well as environmental issues, technology, driving tips, and other automotive related topics.

*Example: Columns and media coverage samples from the Auto Show and EV topics during this Quarter. See Below.*

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## **5.0 Program Results (January – March 31, 2018)**

### **Paid Out Applications**

Total number of applications **paid out** during this Quarter was for **223 vehicles**, compared to the previous quarter of 537 vehicles. The amount of incentives paid out during this Quarter totaled **\$969,168.00**, compared to a total of \$2,407,500.00 last Quarter.

### **Reserved: \$5,417,495.00**

***NOTE:*** This is the highest reserve amount we have received since Program initiation. Two main factors contribute to this, including the latest changes in calculation to PST rules (adjustment period needed for dealerships to complete applications correctly, as well as increased retail fuel prices in the Lower Mainland. **The increase in reserved units from the First Quarter in 2017 compared to the First Quarter in 2018 is 91%**, in part due to the greater interest in EV ride and drives at the recent auto show as well as impact of fuel prices on consumer purchase decisions.

### **Received and Reserved Applications**

The total number of **received** applications this Quarter was \$5,417,495.00 (last Quarter was \$2,307,500.00).

The **Top Five** selling models (according to all submissions) for this Quarter were:

- 1) Chevrolet Bolt **(145 units, \$725,000)**
- 2) Chevrolet Volt **(129 units, \$645,000)**
- 3) Mitsubishi Outlander **(104 units, \$260,000)**
- 4) Toyota Prius Prime **(79 units, \$197,500)**
- 5) VW e-Golf **(67 units, \$335,000)**

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Since Phase 2 Program launch April 2015, per Quarter average is **378**.

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### **First Quarter – Unit Breakdown by Top City**

#### **Top 5 Cities Overall**

1. Vancouver
2. Surrey
3. Victoria
4. Coquitlam
5. Richmond

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#### **Year to Date and Program Total For Paid Out**

The Year to Date total (January-March 2018) is **223 units**, totaling **\$969,168.00**.

The Program total (April 2015 - March 2018) is **4,260 units**, totaling **\$ 19,644,170.00**.

#### **6.0 Marketing Plan – First Phase Complete**

With the approved Marketing Plan in place for the CEVforBC™ Program, with the first phase covering November 2017 – March 2018, the following activities were undertaken.

##### ***Events: 2018 Vancouver International Auto Show***

See March 2018 Marketing Report. *NOTE Previous monthly reports provided.*

#### **Upcoming Events – PHASE TWO**

The Marketing Plan will be updated for Phase Two, covering May to August. Potential event partners include community events in Penticton for June and Kamloops for Hot Nite in the City car show in August.

A follow up plan will be provided shortly after submission for First Quarterly Report, 2018.



## **Appendix A – Confidential Financial Statements**

### **IMPORTANT NOTICE TO READERS:**

*The accompanying statements have been prepared by internal accounting staff for the exclusive use of the CEVforBC™ Program.*

*These statements may not be distributed without the approval of New Car Dealers Association of BC and readers are cautioned that the statements may not be appropriate for their purposes.*

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