
Newton Electric Ride & Drive Event Lowell, MA

City of Newton

Mass Drive Clean
October 18, 2015



ON THE ROAD
TO CLEAN AIR



Event Overview

The Newton Harvest Fair & Green Solutions Expo EV Ride and Drive, the eighth event of the Mass Drive Clean campaign, was held on October 18, 2015 in Newton, MA. The event was open to the general public and was part of the annual Newton-Needham Harvest Fair and Green Solutions Expo held in the city.

October 18 | City of Newton

10:00 – 4:00 PM

Test Drives

OEMs & Vendors

This city reserved four parking spaces off the street for test drive vehicles. Although there were only four test drive vehicles the flow of drivers was steady and the wait was often minimal. The variety of vehicles was a highlight for participants.

- Three OEMs participated with a total of 4 vehicles
- Participants included: BMW, Nissan, and Volkswagen
- There was one static display vehicles: a C-MAX Energi

Test Drive Tally

Vehicles	Test Drives (recorded)	Passengers
Nissan LEAF	7	5
Volkswagen e-Golf	13	7
BMW i3	14	5
BMW i3	11	8
Total Test Drives	70	

Key Insights

- Attendees were very excited to test drive and learn about a variety of EVs
- There was little to no hesitation from attendees in completing the surveys
- The MASS DRIVE CLEAN registration was centrally located

Cumulative Campaign Survey Results:

The raw data shows that perceptions of EVs improved dramatically after test drives. Data analysis and reporting will be performed before EOY 2015.

Photos

Please find all photos here: <https://www.dropbox.com/sh/ru219w6mnebqjd/AACEVqAwfTtBAsE-sUDbVKGDa?dl=0>

