
UMass Lowell Electric Ride & Drive Event Lowell, MA

University of Massachusetts

Mass Drive Clean
September 15, 2015



ON THE ROAD
TO CLEAN AIR



Event Overview

The UMass Lowell EV Ride and Drive, the fourth event of the Mass Drive Clean campaign, was held on September 15, 2015 in Lowell, MA. The event was open to all UMass students, employees, and the general public and was part of the annual Commuter Fair held on campus.

September 15 | UMass Lowell

10:30 – 2:30 PM

Test Drives

OEMs & Vendors

This event proved to be a bit more challenging to obtain vehicles for as National Drive Electric week was happening the same week and OEM support was unavailable.

- Four OEMs participated with a total of 8 vehicles
- Participants included: Nissan, BMW, Tesla and VW
- There were four static display vehicles: an i3, LEAF, Model S, and E-Golf

Test Drive Tally

Vehicles	Test Drives (recorded)	Passengers
Four test drive vehicles	75	26
Total Test Drives	101	

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
- This event was heavily promoted through the University
- This event had fewer test drive vehicles than was optimal due to the overlap with National Drive Electric Week and lack of support from the OEMs.

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.

Pre-Surveys: [here](#)

Post-Surveys: [here](#)

Photos

Please find all photos here: <https://www.dropbox.com/sh/3ag77fw34mohzoy/AAAQPgq6u-sIDYz7PsvXn52ma?dl=0>

