# MASS DRIVE CLEAN Electric Vehicle Ride & Drive Event



# Northampton Radio Group Northampton, MA

July 30, 2016





#### **Event Overview**

The MASS DRIVE CLEAN event at Northampton Radio Group, the second event of the 2016 MASS DRIVE CLEAN campaign, was held on July 30 in Northampton, MA. The ride and drive event included a family fun day with face painting, exotic popsicles, and a mini petting zoo.

## July 30 | Northampton

10:00 AM - 2:00 PM

#### **OEMs & Vendors**

This event had a wide variety of vehicles. The local Northampton community often test drove more multiple vehicles.

- Five OEMs participated with a total of 8 vehicles
- Participants included: BMW, Chevrolet, KIA, Nissan, and Volkswagen
- There were three display vehicles: Chevrolet Volt, Nissan Leaf, Volkswagen e-Golf
- Other vendors included MOR-EV, Maxamp, New England Solar, Techniart, UMass Five College Credit Union, Zapdazzle, Forest Park Zoo, Crooked Stick Pops, and EVSE LLC

### **Test Drive Tally**

Vehicles	Test Drives (recorded)	Passengers
BMW i3	5	1
BMW i3	11	1
Chevrolet Volt	9	2
Chevrolet Volt	12	2
KIA Soul	10	1
Nissan LEAF	14	3
Volkswagen e-Golf	14	3
Total Test Drives	75	
Passengers	13	
Total EV Experiences	88	

## **Key Insights**

- Attendees were very excited to test drive and learn about a variety of EVs
- About 53% of all participants currently own a gas vehicle, however, after test driving, 84% said they were "likely" or "definitely" going to purchase an EV as their next vehicle.
- Prior to the event, 80% of participants had never driven an EV, while after the test drives about 76% of participants had a much more positive opinion on EVs.
- In the end, about 61% of all participants agreed that their overall test drive experience was excellent and 38% agreed on the experience being good.
- Many attendees were interested by the rebate breakdown sheet and found EVs to be more affordable than they
  assumed.
- Extensive pre-promotion and live airtime of the event was very successful.
- The location proved to be a great event site.

#### **Promotion:**

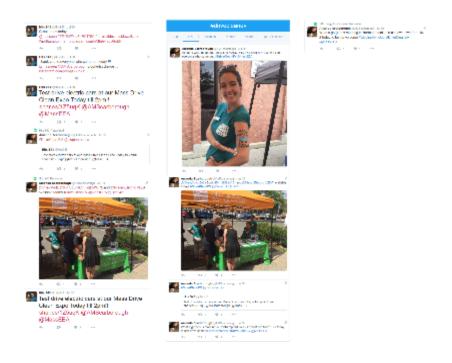
**MASS DRIVE CLEAN** 





WRSI Hits 94.3 WHMP Radio

Local News Station: <u>WWLP-22News: 'Drive Clean' electric car expo held in Northampton</u>
Article: WWLP-22News: 'Drive Clean' electric car expo held in Northampton



# Photos: https://www.dropbox.com/sh/mx8ksnc4x9q3dlk/AADV-IM1qja\_wl-aJls\_nHbBa?dl=0













