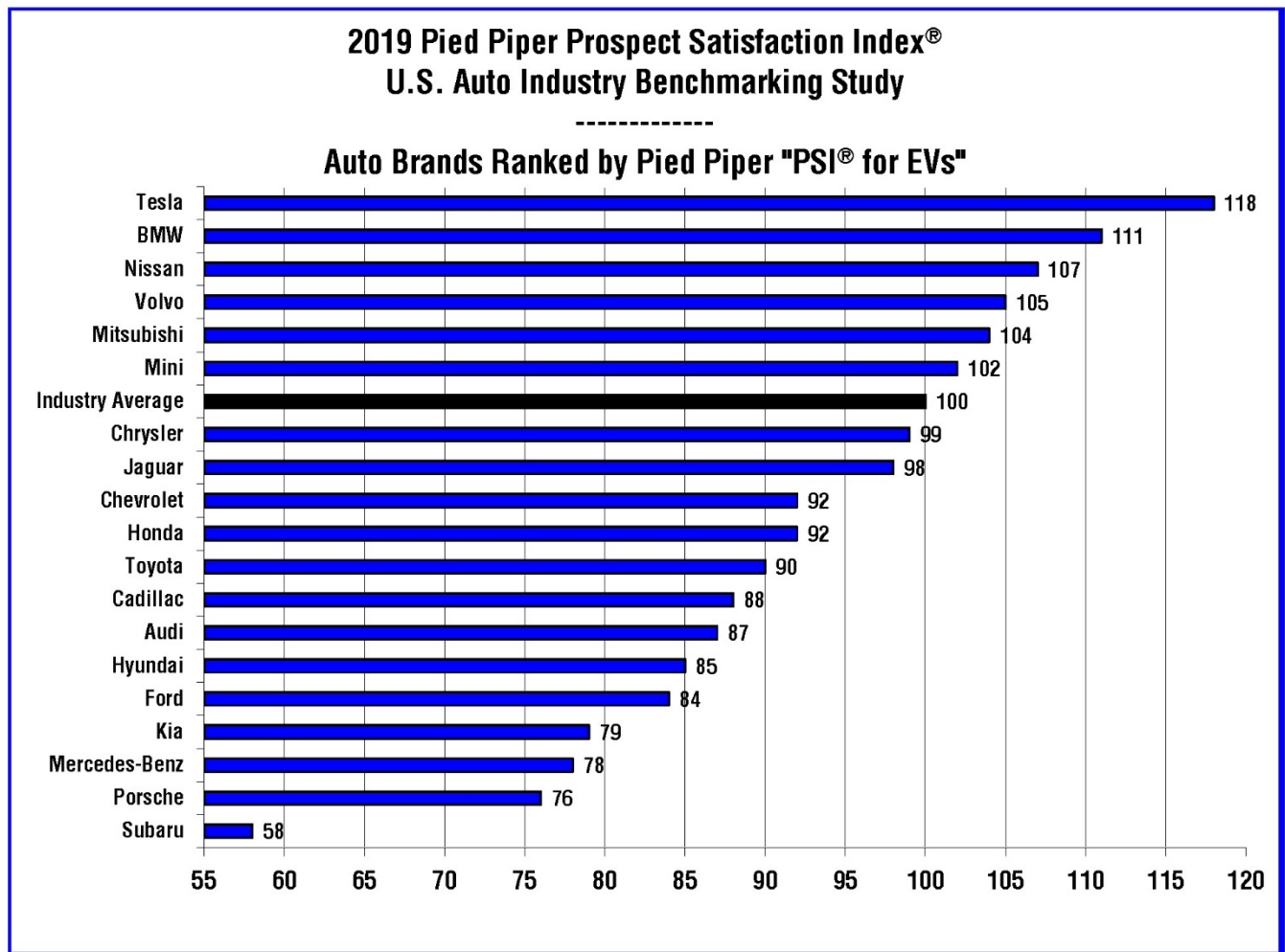




**TESLA, BMW AND NISSAN DEALERSHIPS RANKED HIGHEST  
BY PIED PIPER “PSI® FOR EVs” STUDY  
Industry Benchmarking Study Measured  
Treatment of Electric Vehicle Shoppers**

**MONTEREY, CALIFORNIA – March 4, 2019** – Tesla dealerships were ranked highest in the newly released 2019 Pied Piper “PSI® for EVs” U.S. Auto Industry Benchmarking Study, which measured treatment of electric vehicle (EV) shoppers. BMW and Nissan dealerships were ranked second and third respectively. For 13 years Pied Piper has used the Prospect Satisfaction Index® (PSI®) process, which ties “mystery shopping” measurement and scoring to industry sales success, to measure how effectively dealerships help shoppers become buyers. For 2019 Pied Piper applied the same fact-based PSI approach to create PSI for EVs to measure how effectively each EV brand’s retailers help customers who visit a dealership.



Source: 2019 Pied Piper Prospect Satisfaction Index® U.S. Auto Industry Benchmarking Study

[www.piedpiperpsi.com](http://www.piedpiperpsi.com)

Success selling EVs depends upon many of the same salesperson behaviors that customers find helpful when shopping for traditional automobiles. However, because EVs rely on technology new to many customers, the salesperson must also be able to introduce and explain the operation of EVs and the features and benefits of EV technology.

Compared to the salespeople for other brands, Tesla salespeople were more likely on average to help customers understand garage charging options, or to describe how to use national charging networks. BMW salespeople were more likely to explain EV incentives and rebates, or to mention how vehicle range changes based upon driving conditions. Nissan salespeople were more likely to ask how the vehicle would be used to determine whether the battery range would be adequate, or to describe one-pedal driving convenience.

Included in the study were brands selling Battery Electric Vehicles (BEVs) (Tesla, BMW, Nissan, Jaguar, Chevrolet, Honda, Audi, Hyundai and Kia) or Plug-In Hybrid Electric Vehicles (PHEVs) (Volvo, Mitsubishi, Mini, Chrysler, Toyota, Cadillac, Ford, Mercedes-Benz, Porsche and Subaru). Models were chosen from vehicles promoted on manufacturer websites. Two brands, Audi and Subaru, showed EV models on-line which were not yet present at their dealerships, so dealerships selling those vehicles were only able to accept orders.

Specific sales behaviors varied widely from dealership to dealership, and also from brand to brand, including the following examples selected from the 57 different PSI for EVs measurements:

- Asked customer if vehicle would be garaged, to discuss recharging options. Salespeople selling Tesla and BMW asked customers if vehicle would be garaged more than 50% of the time on average. Dealers selling Subaru, Mercedes-Benz, Porsche and Kia asked if vehicle would be garaged less than 30% of the time on average.
- Suggested taking a test drive. Salespeople selling Mitsubishi, BMW, Mercedes-Benz, Chrysler and Chevrolet suggested taking a test drive more than 85% of the time on average. Salespeople selling Kia, Tesla, Cadillac and Ford suggested taking a test drive less than 75% of the time on average.
- Asked about vehicle usage to understand if EV range was adequate. Salespeople selling Nissan and BMW asked about vehicle usage to understand if EV range was adequate more than 70% of the time on average. Salespeople selling Subaru, Audi, Cadillac and Mercedes-Benz asked about vehicle usage to understand if EV range was adequate less than 40% of the time on average.
- Mentioned available EV incentives/rebates. Salespeople selling Tesla, Mitsubishi, BMW and Honda mentioned available EV incentives/rebates more than 70% of the time on average. Salespeople selling Subaru, Porsche, Ford and Mercedes-Benz mentioned available EV incentives/rebates less than 45% of the time on average.

“Imagine what it would have been like to sell a gas-powered automobile in the early 1900s,” said Fran O’Hagan, President and CEO of Pied Piper Management Company LLC. “Customers back then were buying their first car, and salespeople would have had to explain the basics, such as how to operate the vehicle or where to find fuel while travelling.” Similarly, industry research today finds that two-thirds of EV customers are first-time EV buyers. “EV sales are growing rapidly, and salespeople today play a critical role helping these new customers understand how EV technology will benefit them,” said O’Hagan. Pied Piper’s PSI for EVs study shows that today some brands are much more helpful to EV customers on average than others.

The 2019 Pied Piper PSI for EVs U.S. Auto Industry Benchmarking Study measured treatment of EV car-shoppers who visited dealerships in-person and was conducted between September 2018 and February 2019 using 1,402 hired anonymous “mystery shoppers” at dealerships located throughout the U.S. Examples of other recent Pied Piper PSI studies are the 2018 “PSI for UTVs” study, in which BRP’s Can-Am brand UTV dealerships were ranked first, and the 2018 Pied Piper PSI Internet Lead Effectiveness® (ILE®) Benchmarking Study (U.S. Auto Industry), in which the Mercedes-Benz dealer network was ranked first. Complete Pied Piper PSI industry study results are provided to vehicle manufacturers and national dealer groups. Manufacturers, national dealer groups and individual dealerships also order PSI evaluations as a tool to measure and improve the sales effectiveness of their dealerships. For more information about the Pied Piper Prospect Satisfaction Index, and the proprietary PSI process, go to [www.piedpiperpsi.com](http://www.piedpiperpsi.com).

**About Pied Piper Management Company, LLC**

Monterey, California company Pied Piper Management Company, LLC was founded in 2003 to help brands and manufacturers improve the performance of their retail networks. Go to [www.piedpipermc.com](http://www.piedpipermc.com).

-----

This press release is provided for editorial use only, and information contained in this release may not be used for advertising or otherwise promoting brands mentioned in this release without specific, written permission from Pied Piper Management Co., LLC.

###