

# OUC ELECTRIFIED DEALER PROGRAM



Orlando Utilities Commission (OUC – The *Reliable One*) has introduced a new Electrified Dealer Program designed to enhance the electric vehicle (EV) purchasing experience and help increase and encourage EV purchasing/leasing in Central Florida. Through this program, local dealers can take advantage of financial incentives for each eligible electric vehicle sold or leased along with specialized EV training and educational materials.

## BENEFITS

- Direct-to-dealer sales incentives
- Recognition on OUC’s website
- Promotional media kit
- Lead generation from OUC Ride and Drive programming
- Marketing collateral for on-site use
- EV sales training to staff
- Co-marketing opportunities
- Opportunity for future marketing and program development with OUC and the City of Orlando

## REQUIREMENTS

1. EV/PHEVs and ICE in inventory on lot
2. Actively sell and advertise EV/PHEVs
3. Share monthly EV/PHEV sales data with OUC
4. Two sales staff members must train with OUC twice a year
5. Functioning EV charging station on site at the dealership and available to customers
6. Participate with OUC in cross-promotion marketing

## SALES STAFF TRAINING

**Each training session will last approximately one hour, and cover key items, including:**

- Overview of OUC and EV programming
- A highlight of available EV incentives
- How to engage with prospective EV buyers
- EV charging overview

### SALES INCENTIVE (AVAILABLE ON AN INCREASING SCALE)

NUMBER OF VEHICLES SOLD/MONTH	INCENTIVE PER VEHICLE
One EV	\$25 per vehicle
Two EVs	\$50 per vehicle
Three or more EVs	\$75 per vehicle



Join today and start earning incentives!  
To learn more, email [tspencer@ouc.com](mailto:tspencer@ouc.com).

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