

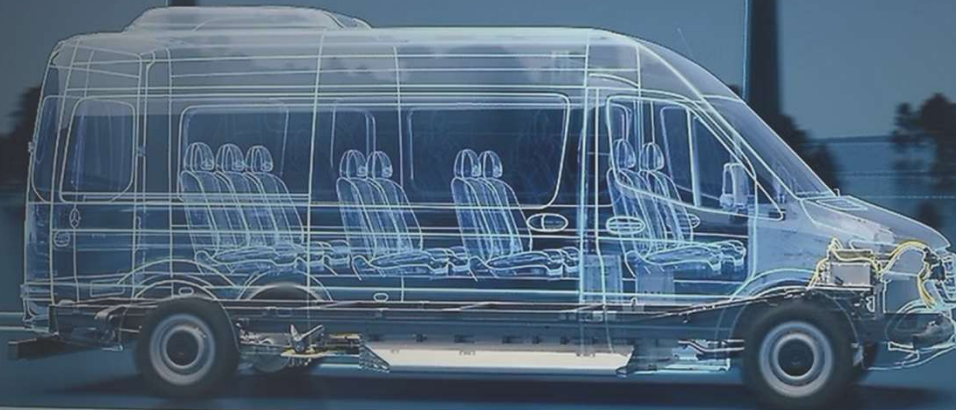


THE EMERGING PICTURE FOR USED ELECTRIC VANS

ROGER KNIGHT, HEAD OF VAN SALES

eStar*

**CHANGES IN LEGISLATION HAVE
IMPACTED DESIRE TO SWITCH TO EV**



**MISINFORMATION AS WELL AS
THE USUAL SALES OBJECTIONS**

PACE OF DEVELOPMENT = SELLING OBSOLETE PRODUCT

**MOST USED EVS ARE SOLD ON A RV BASED
FINANCE PRODUCT, NEW AND USED**

**EXTENDED EV-SPECIFIC USED WARRANTIES
ARE STILL IN THEIR INFANCY**

**THINK ABOUT
IPHONES...**



A DAILY OPERATIONAL CHALLENGE...

STOCKING THEM IS EXPENSIVE SO IT'S IMPORTANT TO TURN THEM QUICKLY

DELIVERY IS MORE COMPLEX AND NEEDS PLANNING AND BUDGETING FOR

STORAGE AND BATTERY CONDITIONING IS A UNIQUE CHALLENGE & REQUIRES A SPECIFIC PROCESS

ADAPTION OF YOUR USED VEHICLE CHECKLIST TO INCLUDE BATTERY HEALTH CHECK, CHARGE CABLE CONDITION (OEM REPLACEMENTS ARE EXPENSIVE)



USED EVS AREN'T DISTRESS PURCHASES

MARKETING ON THE BASIS
OF USED EVS BEING
CHEAP OR TARGETING AT
A SMALL NUMBER OF
SUITABLE PROSPECTIVE
CUSTOMERS PROBABLY
WON'T GET YOU THE
RESULTS YOU DESERVE



THERE ARE MANY, MANY OPPORTUNITIES

THEY ATTRACT FINANCE INCOME – MOST ARE FUNDED

TRAINING YOUR TECHNICIANS TO REPLACE INDIVIDUAL BATTERY CELLS, SKILLED WORK WHICH CAN BE VERY PROFITABLE

THEY NEED SERVICING – COOLANT, FILTERS, AND BRAKE FLUID, PLUS REGULAR SERVICING TO MAINTAIN WARRANTIES





TESTING THE WATER FOR A MUCH LOWER PRICE

**ONCE CUSTOMERS ADOPT
THEM, THEY TEND TO
STICK WITH THEM; WE
HAVEN'T SEEN ONE
CUSTOMER GO BACK TO
ICE AFTER BUYING A
COMMERCIAL EV**

THE RIPPLE EFFECT IS AN ADDITIONAL REVENUE STREAM

INVEST IN A
MINIMUM OF
22KW AC
CHARGERS TO
FUTURE PROOF
YOUR SITES -
DON'T CUT
CORNERS



DEVELOP AND
MONETARISE
YOUR OWN
CHARGING
INFRASTRUCTURE

WALK THE WALK


RUN THEM IN YOUR OWN DEMO/PARTS/COURTESY FLEETS



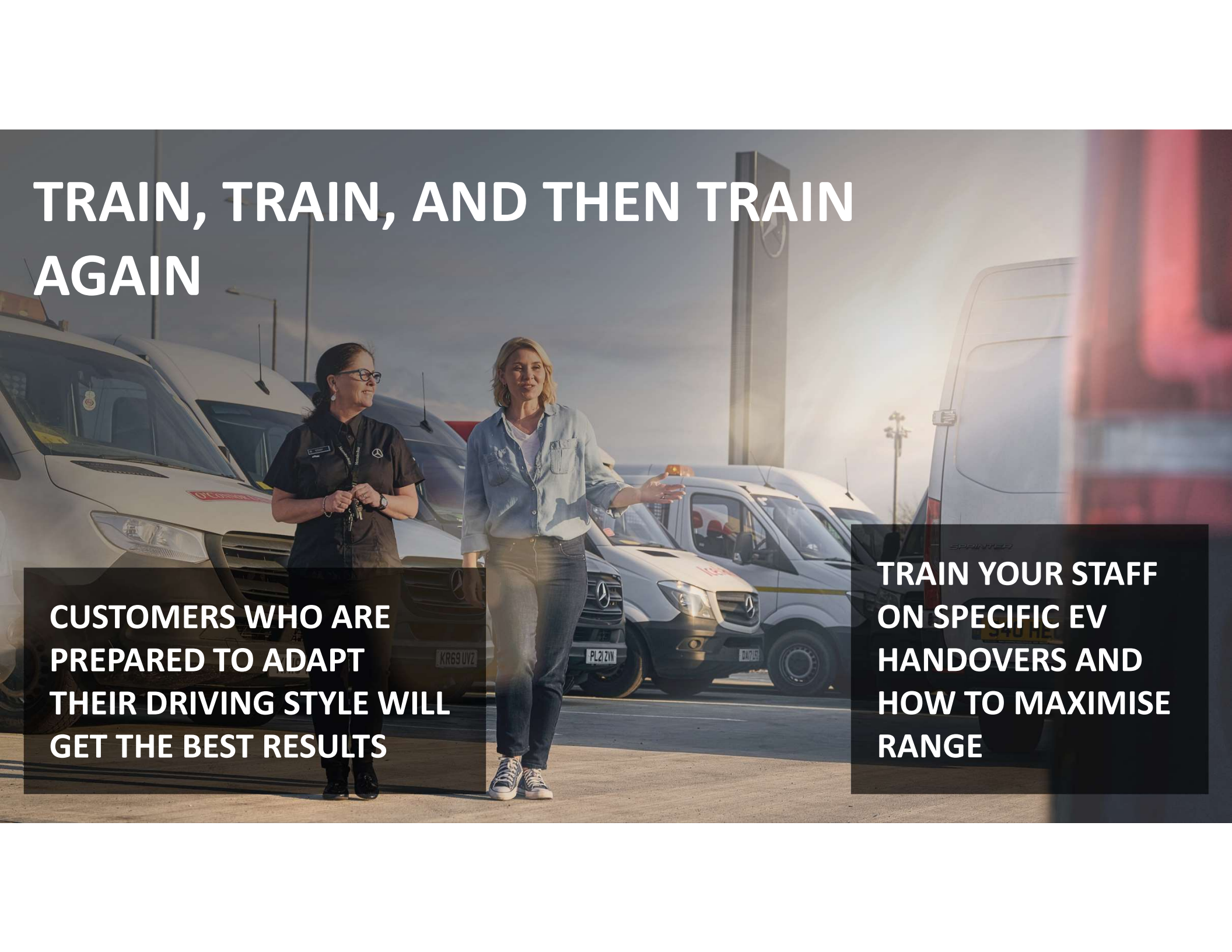
EXCITED, KNOWLEDGEABLE PEOPLE SELL EVS

HIGH LEVEL OF
TRAINING, CURIOSITY,
AND A DESIRE FOR EV
ADOPTION



 YOU ARE DEALING WITH 2
MANUFACTURER
WARRANTIES NOT 1 – KNOW
AND UNDERSTAND THE
VEHICLE AND BATTERY
WARRANTIES, AND LEVERAGE
THEM TO REASSURE YOUR
CUSTOMERS

TRAIN, TRAIN, AND THEN TRAIN AGAIN

A photograph of two women standing in a fleet of white Mercedes-Benz vans. The woman on the left is wearing a black uniform with a Mercedes-Benz logo and glasses, holding keys. The woman on the right is wearing a light blue denim shirt and jeans, gesturing with her hand. The background shows several vans parked in a lot under a clear sky. The text is overlaid on the image in white and black boxes.

CUSTOMERS WHO ARE PREPARED TO ADAPT THEIR DRIVING STYLE WILL GET THE BEST RESULTS

TRAIN YOUR STAFF ON SPECIFIC EV HANDOVERS AND HOW TO MAXIMISE RANGE

WE PRACTICE WHAT WE PREACH



WhatVan
AWARDS 2023



WE WORK HARD TO KEEP THE COMMERCIAL VEHICLE COMMUNITY MOVING, BUT DON'T JUST TAKE OUR WORD FOR IT.



WE'RE PROUD TO HAVE RECEIVED ALMOST 35 AWARD WINS, SHORTLISTS, AND HIGHLY COMMENDED PLACEMENTS... AND COUNTING.

