

# One simple switch can drive a greener world

 **Accelerating EV adoption in partnership with utilities**



## Who is Motor?

Motor's mission is to accelerate the decarbonization of personal mobility by making it easier to drive electric. We view transportation as a key component of the future of cleaner, greener energy, and we're dedicated to helping drivers discover, switch to, and stick with electric vehicles (EVs).

Motor is the only end-to-end EV adoption platform that works with utilities to accelerate electric car adoption, creating grid interactive EV drivers through educating their customers, getting them behind the wheel, and enrolling them in utility managed charging programs.

## Why Motor?



### Activated Education

We work with utilities to help their customers take the next step in going electric. Together, we make activation as simple as possible by offering a one-stop-shop for EVs with a curated selection of cars and managed charging through the utility. Plus, insurance, maintenance, roadside assistance are always included.



### Simplified EV Plans

In less than 10-minutes, utility customers can make the switch to an electric car through a suite of all-inclusive programs designed to deliver a seamless shopping experience, easy at-home charging, and ongoing concierge service.



### Managed Residential Charging

We help the utility's customers install at-home chargers and enroll in the utility's preferred EV rate or managed charging programs, influencing an increase in load growth that is managed for the benefit of all customers.





Motor's novel approach to EV adoption, in partnership with AES Indiana, brought new EVs into their territory by influencing purchase consideration while prioritizing customer experience, engagement and satisfaction.

“AES Indiana had already wanted to get more active in encouraging EV adoption, which it views as a core part of the future of energy. Our partnership with Motor has allowed AES Indiana to co-create something that works really well for our customers and ultimately will benefit more around the nation.”



**Kristina Lund**  
President and CEO  
AES Indiana and AES Ohio



Net Promoter Score  
**(NPS) average of 75**  
(auto dealers average 48)



Motor drove nearly  
**one in five new EV's**  
in our first year in market



**Two out of three** Motor members cite subscription as a way to test an EV or as part of a purchase consideration



**Over 75%** of qualifying customers enrolled in AES's new managed charging program



## Customer story

Joyce, 51, was not familiar with EVs but was interested in trying them out. Through her local utility's partnership with Motor, she had a Level 2 charger installed at her home and enrolled in her utility's managed charging program. After a year of being a subscriber with Motor, we reached out to see if she was interested in owning the car she was driving. After walking her through Motor's subscribe-to-own program, she became an EV owner!



Discover how easy going electric is with Motor.

[trymotor.com](https://trymotor.com)

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