NADA ACADEMY

ACTION PLAN 1

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What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

Goal: We want to be the top destination for luxury EV purchases. We will increase Electrified Vehicle (PHEV&BEV) sales to 20% of New Car sales in the next 12 months. This is an increase from 12.75% electrified car sales in the last 10 months. Currently, 4.33% of our sales are pure BEVs. This will grow to 10% in 12 months. Deadline of September 1st, 2024.

BOTTOM LINE: Benefits of Achieving Your Goal

Conquest from competing brands' dealerships who have not invested in the charging infrastructure necessary to support high volume sales of EVs. We will increase profits by increasing over-all new vehicle sales volume. This will also help us to get for high-quality trade-ins for resale.

Consequences of Not Achieving Your Goal

Lost opportunity to bring new first-time BMW clients into the brand. Loss of potential revenue from new clients and trade-ins.

When will you start? September 1st, 2023

How will you gauge your progress? When? Using which metrics?

Simply by using sales figures and making a calculation of the BEV and PHEV percentages. This will be reviewed monthly, quarterly, and annually.

What specific actions will you take to achieve your goal? Who can help you?

Continued investment in charging infrastructure. We currently have the two fastest DC Fast chargers for non-Tesla vehicles in central Mississippi and it is perfectly positioned at the intersection of the I-20 and I-55 interstate highways. Our dealership has already been attracting BEV clients who need a place to fast-charge their EV. This is bringing increased floor traffic with the exact clients we want to sell our BMW EVs to. We are in dicussions to add an over-head canopy for weather protection and vending machines near the chargers. This will make our location even more inviting to potential customers. Our clients will also receive a discount on the cost of using these charging stations, thus encouraging them to buy locally.

In addition, we will be continuing to educate our sales staff on the benefits of electric vehicles and helping them to feel comfortable discussing this new and exciting technology. Some of our staff also drive electrified vehicles, thus making them comfortable with the technology.

Potential Challenges?	Potential Solutions?
1. Consumer hesitancy over charging.	1. Explain the simplicty of home charging and the free charging at Electrify America stations.
2. Securing Supply of EVs.	2. Making strategic trades, with the benefit of other dealers being likely to trade or give-away their EVs.
3. Higher prices than Tesla models	3. Explaination of benefits including; build quality, independent review ratings, and large BMW service network.