



Electric Vehicle PARTNERS

Let's Partner to Support EV Adoption

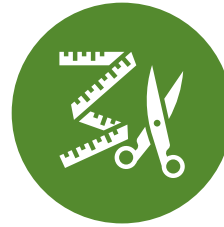
Become an Ameren Illinois Dealer Partner to take advantage of a variety of benefits aimed at driving customers interested in EVs to your dealership.

Ameren Illinois is committed to educating our customers on the benefits of electric vehicles, available charging programs, and incentives while supporting EV adoption throughout the region. As part of that commitment, we have developed a new initiative to support local dealerships just like yours!



Simple

Joining and participating is structured to be simple and easy.



Custom

We will work with you to tailor the program to your needs and prioritize the most appropriate activities for your dealership.

We will work with you to develop educational and joint marketing materials to inform and bring EV customers to your door.





Dealership Participation

As an Ameren Illinois Dealer Partner, you agree to support electric vehicle education through committing a minimum of three of the following engagement activities:

- EV inventory (in dealership)
- Willingness to transfer EVs into service territory to meet customer demand
- Attend trainings and/or roundtable discussions hosted by Ameren Illinois
- Dedicated EV specialist (name and number for targeted outreach)
- Provide new EV customers with Ameren Illinois EV resources (flyers, customers resource websites, etc.)
 - Participation in area EV test drive events
- Participation in virtual EV events (e.g., provide logo to share, name/picture of EV sales contact, etc.)
- Spotlight Ameren Illinois Dealer Partner partners at point of sale (charging installers, etc.)



Ameren Illinois Commitment

As an Ameren Illinois Dealer Partner, you will receive the following support and promotion from Ameren Illinois:

- Dealership placement on Ameren Illinois website
- Provide training and networking opportunities
- Qualified leads from activities directly to your dealership
- Targeted outreach to your customers (mailings, social media) spotlighting your incentives
- Opportunities to participate in EV test drive events including follow up materials directing customers to your Dealership as well as direct customer leads (when applicable)
 - Opportunities to participate in virtual events including follow-up materials directing customers to your dealership
- Purchase incentives promoted across Ameren Illinois marketing channels to boost awareness
- Access to Dealer Partner networking events & co-marketing promotions

Contact us today to learn more!

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