

Ameren Illinois Dealer Roundtable
October 31, 2024

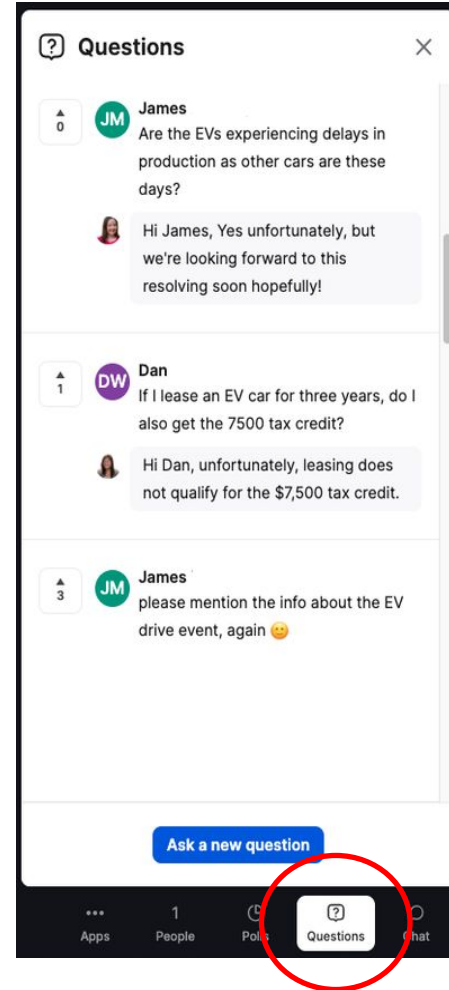
Interact With Us Via Livestorm Chat Tab

- Use chat to say hello!
- Interact with our hosts.



Interact With Us Via Livestorm Questions Tab

- Ask your questions!
- Upvote questions from others.



Event Agenda

- Welcome and Introductions
- Ameren Illinois at a Glance
- EV Incentives
- Key Insights on EV Support and Incentives
 - How Ameren is Supporting EV adoption
 - How You Elevate the EV Journey
- Benefits of Being Our Dealer Partner
 - Make the Most of Your Partnership
 - Why The Ameren Illinois Dealer Partners Program?
- Q&A Session



AIC Team



Mark Minden



Barry Frazier



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Ameren Illinois at a Glance

- Serves **1.2 million electric** and over **800,000 natural gas** customers.
- Covers **1,200 communities** and **43,700 square miles**.
- Facilitates the adoption of electric vehicles (EVs) through programs for residential and business customers.
- Offers incentives, rebates, and charging solutions to make the transition to EVs easier.





EV Incentives



Key Insights on EV Support and Incentives

- The state provides rebates
 - EV purchases
 - Charging station installations
- Aligns with federal initiatives offering additional rebates for eligible EVs
- **The federal EV tax credit is an instant dealership rebate**
 - As of January 1, 2024
 - Allowing immediate access to up to \$7,500
- **Dealers must register with the IRS**
- The tax credit is nonrefundable



How Ameren is Supporting EV adoption

- Addressing important needs for the EV sector by introducing its **ChargeSmart** program, which offers special charging rates for residential and non-residential customers.
- Expanding the charging network
- Promoting EV adoption through:
 - Partnerships
 - Financial assistance
 - Incentives
 - Events
 - Educational programs



How You Elevate the EV Journey

- You play a key role in supporting state initiatives and leveraging federal incentives
- You are instrumental in making EVs financially more appealing
- You can lead in educating and engaging communities about the benefits of EVs
- Your insight shapes the future of clean energy transportation
- You directly contribute to enhancing the EV buying experience





Benefits of Being Our Dealer Partner



Benefits of Being Our Dealer Partner



Free Access

Becoming a Dealer Partner comes at no extra cost. Once you've applied, you can immediately start benefiting from the program.



Marketing Support

Access a suite of handouts and educational materials to help potential EV buyers understand the benefits of EVs, enhancing your sales conversations.



Boost Sales

Enjoy early access to our quarterly dealer roundtables and be the first to receive invitations to showcase your EVs at our Ride & Drive events, opening doors to unique networking and direct customer engagement opportunities.



Increased Visibility

Your dealership will be prominently displayed on the Ameren Illinois website, connecting you with a wider audience of potential buyers.



Priority Referrals

As the primary point of contact for schools and communities seeking EV solutions within Ameren Illinois' territory, your dealership is positioned as a leader in the EV sector.



Make the Most of Your Partnership

Here are a few tips to maximize your partnership benefits:

- Continue attending Dealer Roundtables
- Leverage Marketing Materials
- Take advantage of every opportunity to participate in our Ride & Drive or major events

Dealer Resource Page



[RESOURCES](#) [CONTACT US](#) [UPCOMING EVENTS](#)

Thank you for attending our LIVE ONLINE EVENT!

■ April 18, 2024 Dealer Roundtable Presentation

■ 2023 Dealer Roundtable Presentation



Why The Ameren Illinois Dealer Partners Program?

- Whether you're already selling EVs or looking to expand your offerings, this program provides the tools and support needed to succeed in an evolving market.
- The Ameren Illinois Dealer Partners Program can:
 - Elevate your dealership
 - Connect you with a broader customer base
 - Contribute to a future where EVs are a driving force on the road.



Become a Dealer Partner today, if you haven't already!





Q&A Session



THANK

YOU