



NC Ride and Drive and Vehicle Display Guidebook for the General Public

Where are ride and drives and vehicle displays held?

One or both can be held at sporting events, festivals such as Earth Day, college campuses and Fairgrounds.

Can ride and drives and vehicle displays be held simultaneously?

Ride and drives and vehicle displays can be held at the same time, as long as there is something separating the two. For instance, cars serving as vehicle displays can be parked on the grass, whereas the vehicles that will be test driven are parked in parking spaces next to the sidewalk.

What is the reason Ride and Drives are held at public events for the general public?

Ride and drives for the general public are held at public events because there is built in foot traffic and you can generally reach wider audiences.

What types of vehicles are found at ride and drive events held for the general public?

Generally, you should try to include a wide variety of vehicles that include a mixture of current vehicles on the market. Depending on availability, these generally include different makes, models and sizes, smaller sedans, smaller hatchbacks, crossover sports utility vehicles (suvs), plug-in hybrid and electric vehicles and pickup trucks.

Who works at ride and drives and vehicle display events?

People who own electric vehicles make great presenters at the event, as well as staff or volunteers for your organization. Representatives from dealers and partners should also be considered.



What should you think about when setting up a route for vehicles to drive on public roads?

Set up the route to be a loop that minimizes left hand turns on public roads. It is a good idea to do a short trip onto the interstate. That way, you can determine how the vehicles accelerate during highway speeds, and go one or two exits and before coming back. This also needs to be timed at a place where the roads are not busy. You should also try to avoid rush hour or other high traffic situations.

What forms should you make people sign?

People should sign waiver liability forms; check with your organization's lawyers for more guidance regarding these forms. These forms also need to include a clause stating that no alcohol is permitted for liability reasons. In many instances, personal insurance covers the driver and the vehicle owner, but it is possible to purchase additional insurance to cover the event. Discuss the insurance requirements with your organization's lawyers.

What should materials for a Ride and Drive on public roads include?

If your organization is giving rides the set course for Ride and Drives need to have predetermined routes, and pre-printed maps detailing the designated route. You also should explain to drivers where they are going, have them sign waivers holding your group harmless of vehicle liabilities, and ensure that someone from the dealer or the vehicle owner is in the car with them when driving. You may also wish to have a table with handouts about EV charging and available models of electric vehicles.

How do you recruit vehicles and participants for these events?

Vehicles come primarily from two different sources. They include owners local to the area and dealers looking to market and or sell their vehicles. Social media blasts and contacting local electric vehicle ownership groups or dealers directly are good ways to recruit vehicle participants.

What advantages and or disadvantages occur between electric vehicle owners and cars from the dealership?

Advantages include the owner conveying a sense of trustworthiness. This gives them credibility for speaking to the public because they are more knowledgeable about the inter-workings of their electric vehicle, as opposed to salespersons from the dealership. One disadvantage is that the make and model of the owner may be older than newer model inventory from the dealer.

What alternative options are used to get vehicles from the dealers or owners?

The pandemic has caused a scarcity in computer chips, which has in turn caused limited amounts of vehicles being available at the dealerships. This has led to depending on the vehicle owners. Vehicles can also be rented through apps such as Turo and vehicle owners are identified through local electric vehicle auto clubs like the Sierra Club. Social media blast can also generate EV owner participation.

How will the public be informed about the vehicle display and ride and drive events?

Social media is a very popular and excellent way to market both events. Using Facebook, Instagram, Twitter and hashtags will add the technology component and yield a diverse audience. Conventional methods such as flyers, radio and television announcements are also a possibility.