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## Dealerships essential to the adoption of EV

2 min read

This year we are seeing a rapid increase in up-and-coming electric vehicles preparing to hit the market. New EV startups are entering the race following Tesla's direct-to-consumer business model. As the Biden administration pushes a \$174 billion proposal to improve EV adoption and charging infrastructure, legacy manufacturers like GM and Ford are following suit with the production of electric cars, crossovers, SUVs, and trucks.

### The landscape of direct sales laws

We anticipate some existing manufacturers may be tempted to find a way to sell direct, however, state law will restrict their market reach. Currently, only 22 states are allowing manufacturers to sell direct. Of the remaining states not allowing direct-to-consumer sales, 11 make an exception for Tesla. Other EV startups are pushing to get into these same states and lobbying to expand their market beyond that.

### Ford sells 7X more than Tesla in 2020

According to NADA president and CEO Mike Stanton, franchised dealers are part of the solution and essential to rolling out electric vehicles to the mass market. To put the reach of direct sales into perspective compared to the legacy model, Tesla delivered [293 thousand vehicles](#) direct to consumers in the US in 2020 while Ford Motor Company alone [sold 2 million vehicles](#) via franchise dealerships.

### Preparing for electric inventory

The demands of more electric inventory coming to the dealership may require investments in charging stations, sales training, service training, and expanding your F&I product offerings. How do you plan to navigate this shift?



### Personal and Professional Growth and Health of F&I Managers

Are you taking care of your mental, physical, and professional health? We've identified and vetted some helpful strategies to help you optimize your health.

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### A shift in new to used car sales: your opportunity to sell more F&I Products

As retail pivots from new to used, now is the time to capitalize on demand and offer valuable F&I products to your customers. Do your dealership's product offerings align with your used car buyers' needs?



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## Essential Enhanced High Mileage VSC by NAE NWAN

Essential Enhanced High Mileage VSC is protection designed for used & high mileage vehicles. Powertrain to exclusionary coverage is available with terms limited by time and miles.



### Your value:

- Vehicles that come with guarantees sell at higher prices
- Buyers become repeat customers by returning for service
- Your customers' high-price repairs are taken care of

### Your customers' value:

- Coverage for likely repairs
- Roadside assistance up to \$100 per occurrence
- Discounted deductibles to return to the selling dealership

### How you sell it:

- Educate your customers about common and expensive repair costs.
- Present the coverage: "If this vehicle needs to be taken into the shop, do you want to pay for it, or do you want us to pay for it?"
- Present types of coverage: "Do you want to pay for all of it or for some of it?"

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## The Midnight Oil Cocktail



1.5 oz Black Rum  
3/4 oz cold brew coffee  
1/2 oz ginger liqueur  
1/4 oz banana liqueur  
3 dashes vanilla extract  
Brûléed banana slice

1. Pour all ingredients into a shaker with ice
2. Stir and strain into a cocktail glass
3. Garnish with banana slice

Enjoy responsibly!

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## Ask us Anything

This email is sent directly from our team to yours. Do you have any questions related to F&I or your dealership's profitability? Use the link below to take advantage of this free consultation.

[Get Answers](#)

