

Auto Dealership Loyalty Programs for Electric Vehicle Customers

To meet the needs of the growing demand for electric vehicles, our team at AutoAwards developed programs designed to help auto dealerships grow sales.



ODESSA, DE, UNITED STATES, June 13, 2023 /EINPresswire.com/ -- Electric vehicles represent one of the fastest-growing segments within today's automotive industry. To assist dealerships in meeting the needs of this growing demand for EVs, the team at AutoAwards developed programs specifically designed to help dealerships build branded programs in their local area.

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Our AutoAwards electric vehicles auto dealership loyalty program is designed to assist your dealership in adapting to the new generation of vehicles and the customers looking to purchase them.”

Sonya Dubois, Production Manager, AutoAwards

We've created electric vehicles auto dealership loyalty programs and will share how EVs work, and the different types currently available on the market.

A Look at Electric Vehicles and How They Work

Today's EVs utilize one or more motors powered by electricity through lithium-ion batteries that are rechargeable. These vehicles can be plugged into external power sources to charge up. Some recent innovations make it possible for batteries to recharge by regenerative braking.

The Different Types of Electric Vehicles on the Market

The three primary types of EVs on the market include:

- BEVs: These battery electric vehicles are fully electric and rely on rechargeable batteries.
- PHEVs: Plug-in hybrid electric vehicles that are partially gas-powered and partially electric powered.
- HEVs: Hybrid electric vehicles that utilize both gas and electric and make use of regenerative braking to charge the battery.

Car Loyalty Programs Help a Dealership's EV Customers

AutoAwards' electric vehicles [auto dealership loyalty program](#) is designed to assist car dealerships in adapting to the new generation of vehicles and the customers looking to purchase them. Green vehicles continue to grow in popularity, representing a major selling point. Auto dealerships reward customers who make EV purchases, such as giving out rewards points for charging up at your dealership and offering different reward point tier levels. The options are truly extensive.

Leader in Car Dealership Marketing

At AutoAwards, we pride ourselves on the reputation as being the industry leader in car loyalty programs. We offer car dealerships a consultation to talk about creating loyalty programs for their local market. We offer car dealerships to call us at 302-696-6000 to get a consultation or [request a consultation](#) on our website at www.autoawards.com.

About AutoAwards:

Since our founding in 1991, AutoAwards has been widely recognized as the industry-leader in automotive and marine loyalty marketing, earning longstanding relationships with many of the industry's most successful dealer groups and OEMs.

Since marketing for automotive dealerships has changed in the past 25 years, AutoAwards understands the #1 predictive factor for dealer growth and profitability. Customer loyalty is the most successful way to build revenue. Hundreds of automotive groups use and recommend loyalty programs for dealers as the way to drive brand loyalty. AutoAwards has always recognized the need for top notch, highly creative, effective loyalty strategies in large and small businesses alike.

For this reason, our automotive loyalty marketing expertise is engineered to meet the individual needs and goals of any business – regardless of its size. Contact us online to talk about dealer loyalty or call 302-696-6000. Visit: <http://www.autoawards.com/>.

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