



Compliance in Selling Electric Vehicles

Protecting and enhancing the customer experience

If you sell or lease electric vehicles to your customers but aren't comfortable explaining how they work, you risk giving poor advice or misrepresenting the vehicle.

Acquiring an electric vehicle on finance and then running and managing it, doesn't need to be complicated if both the dealer and the lender involved have the right technical and regulatory knowledge to support customers. This is even more important now that we are fully embedded in the Consumer Duty regime

There has been a growing number of complaints about the fitness for purpose of electric vehicles, particularly concerning range capabilities and its charging speeds. This can lead to legal or compliance risks, and may require compensation – either from the dealer, or if the vehicle is financed, from both the finance company and the dealer, which can be difficult.

We've designed an EV compliance training course, in October and November 2024, to give you and your team knowledge and confidence to properly advise customers before they take on an electric vehicle

Each session will be delivered via Zoom or Teams by Jon Burdekin who has 30 years' experience in the UK leasing and fleet finance industry.

Agenda

Range

- Where you could be at risk of misadvising or misrepresenting a customer on the range of the vehicle
- What impacts range on a vehicle? (And how many of these also impact an ICE vehicle?)
- Why does an EV lose range in cold weather?
- What DOESN'T impact range?
- How much range do you ACTUALLY lose per hour when using various car features (lights / heated seats / infotainment / USB / aircon etc).
- How to manage customer expectations with a customer on range loss – to avoid complaints when range loss is experienced.
- Tips and techniques to maximise range.

Charging

- Where you could be at risk of misadvising/misrepresenting a customer on the vehicle's charging speed
- What is a kW and what is a kWh ?
- AC and DC charging – how do they work and what's the difference?
- Maximum charge rates (AC and DC) – what are they and why is it crucial that the customer understands them?

- Working out how long it will take to charge.
- Working out how much it will cost to charge.
- What is a charge curve, why does this affect charging speed, and why it is crucial for a driver to understand this to avoid mis-advice?
- What else affects charging speed?
 - And why should you only charge to 80% on a public charger.
- Tips and techniques to achieve an effective charge.

Other areas to consider

- How to achieve the correct driver mindset to get the best out of EV driving.
 - Planning a journey
 - How to factor in charge stops without adding time delays
 - How to avoid charge anxiety (the fear of arriving at a charger to find it's either not working or busy)
- What does a 'gold standard' test drive look like?
- What does a 'gold standard' vehicle handover look like?
- Aligning the FCA Consumer Duty principles to the selling of EVs (even for non-regulated finance agreements)

About Jon Burdekin

Jon Burdekin is a long-standing expert in this field, having worked for major leasing companies such as Alphabet GB Ltd and GE Capital Fleet Services. During his 15-year career with Alphabet, Jon held roles such as head of consulting services and head of product management. He also led the consultancy division, adding key value differentiation and driving technical innovation.

Jon has extensive knowledge in all aspects of fleet management and is a subject matter expert in the adoption of electric vehicles into company fleets. He also has deep expertise in the compliance risks associated with selling electric vehicles poorly

Book your place here:

COST: £250 plus VAT per person

Virtual sessions.

Three places for only £700 plus VAT (£50 discount).

DATES: 11th October 2024
(10am – 12.30pm)

[BOOK HERE](#)

7th November 2024
(10am – 12.30pm)

[BOOK HERE](#)

For larger groups from the same organisation, we can run this session separately and tailor it to your requirements for a fixed fee. If this would be of interest to you, please get in touch to discuss dates.

