
MASS DRIVE CLEAN
Electric Vehicle Ride & Drive Event



ON THE ROAD
TO CLEAN AIR

Northampton Radio Group
Northampton, MA

July 30, 2016



Event Overview

The MASS DRIVE CLEAN event at Northampton Radio Group, the second event of the 2016 MASS DRIVE CLEAN campaign, was held on July 30 in Northampton, MA. The ride and drive event included a family fun day with face painting, exotic popsicles, and a mini petting zoo.

July 30 | Northampton

10:00 AM – 2:00 PM

OEMs & Vendors

This event had a wide variety of vehicles. The local Northampton community often test drove more multiple vehicles.

- Five OEMs participated with a total of 8 vehicles
- Participants included: BMW, Chevrolet, KIA, Nissan, and Volkswagen
- There were three display vehicles: Chevrolet Volt, Nissan Leaf, Volkswagen e-Golf
- Other vendors included MOR-EV, Maxamp, New England Solar, Techniart, UMass Five College Credit Union, Zapdazzle, Forest Park Zoo, Crooked Stick Pops, and EVSE LLC

Test Drive Tally

Vehicles	Test Drives (recorded)	Passengers
BMW i3	5	1
BMW i3	11	1
Chevrolet Volt	9	2
Chevrolet Volt	12	2
KIA Soul	10	1
Nissan LEAF	14	3
Volkswagen e-Golf	14	3
Total Test Drives	75	
Passengers	13	
Total EV Experiences	88	

Key Insights

- Attendees were very excited to test drive and learn about a variety of EVs
- About 53% of all participants currently own a gas vehicle, however, after test driving, 84% said they were “likely” or “definitely” going to purchase an EV as their next vehicle.
- Prior to the event, 80% of participants had never driven an EV, while after the test drives about 76% of participants had a much more positive opinion on EVs.
- In the end, about 61% of all participants agreed that their overall test drive experience was excellent and 38% agreed on the experience being good.
- Many attendees were interested by the rebate breakdown sheet and found EVs to be more affordable than they assumed.
- Extensive pre-promotion and live airtime of the event was very successful.
- The location proved to be a great event site.

Promotion:

[MASS DRIVE CLEAN](#)



July 30

Northampton MDC EV Ride & Drive
from 10 a.m - 2 p.m. at 15 Hampton
Avenue in Northampton, MA.

Drive Electric Cars New England
July 29 at 8:27am · @

A fun eVent tomorrow for Western MA folks - Mass Drive Clean Electric Car Expo. Saturday, July 30th, 10am-2pm, 15 Hampton Ave. (93.9 The River radio studios) and in the Armory Street lot next door. See you there!
http://wrsi.com/.../test-drive-electric-cars-at-our-mass-dri.../



TEST DRIVE ELECTRIC VEHICLES!

No sales pressure! Lots to try!
Mass Drive Clean Car Expo
10am-2pm, July 30th

Test drive electric cars at our Mass Drive Clean Expo! | 93.9 & 101.5 The River

Test drive electric cars at our Mass Drive Clean Expo! Curious about electric vehicles? Take some for a test drive during our FREE, no sales-pressure Mass...

WRSI.COM



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hits943 Thank you to everyone who came out today !!!
@masseea @dryvin88 @crookedstickpops @forestparkzoo
#Mass #Drive #Electric #Trumpy #Northampton #igers413 #ElectricVehicle
crookedstickpops Super fun! Thank you for hosting!!

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