

# Industry Insights “[Company] Viewpoints” - Automotive

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**Subject Line:** Viewpoints: Educating Consumers on EV

**From:** [Company] Viewpoints

**Teaser:** Educate Consumers on EV with Digital Signage

**Audience:** Tier 1 customers working in the Automotive industry

**Goal:** Promote an interesting and informative trend in the automotive industry to our tier 1 customers

## [Company] Automotive Viewpoints

### 5 Ways Educate Consumers about Electric Vehicles with Digital Signage

Electric vehicles (EVs) are coming, whether consumers are ready for them or not. In fact, as of 2023, the EV industry is valued at over [\\$250 billion](#).

The biggest challenge facing dealerships is consumer education. For this reason, dealers are in need of proactive consumer education across their digital marketing channels. Below are five ways to educate consumers about EVs with digital signage.

#### 1. Digital Screens in the Showroom

Providing easy-to-understand information about the pros and cons of EV ownership is crucial to help potential customers make informed purchasing decisions. Digital signage in showrooms is an effective tool to present technical details of EV technology in a simplified and accessible manner.

#### 2. Interactive Kiosks

Interactive kiosks are an important tool for salespeople to educate potential EV customers. The emphasis should be on consumer education through digital signage, with the kiosk serving as a sales assistance tool. For example, some of the largest dealership kiosks include a popular charging station map that helps alleviate customer anxiety by showing compatible charging stations along their desired travel route.

### **3. Myth Busting**

**Did you know that by 2030, EVs will account for [1 in 4 car sales](#)?**

While EV technology is still relatively new in the automotive industry, it is still growing at a rapid rate. At the same time, there is a lot of misinformation and confusion among potential customers. Because of this, salespeople are better equipped to address customer hesitations and preconceived notions about EVs by understanding their concerns and using this information to provide informed answers. Digital signage is an effective tool for EV education in dealerships as it simplifies the process and allows customers to access information 24/7, thereby taking the pressure off salespeople.

### **4. Interactive Displays**

Interactive displays are a great tool to educate consumers on the features and benefits of digital signage. This can include virtual tours of EVs, as well as educational content on battery life, charging times, and environmental benefits.

### **5. Current Data**

Digital signage can be used to display live data and information on EV usage, charging stations, battery longevity, and charging distance, providing consumers with real-time information on the growing adoption of EVs. This can also include information on government incentives and tax breaks, encouraging consumers to make the switch to electric.

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