

VIRTUAL TEST DRIVE RECORDING GUIDE

Thank you for your interest in participating in this educational initiative! Submitted videos will be published during National Drive Electric Week (Sept. 26 – Oct. 4, 2020). Please note, if the quality of your video is not sufficient or the content is not appropriate, we may not be able to use it. If this is the case, we'll contact you with any concerns.

Suggested Content for the Virtual Test Drive:

Suggested Visual	Suggested Talking Points
Exterior of the vehicle (walk around)	<ul style="list-style-type: none"> - Introduce yourself (first name and town of residence only) - State make/model/year of your vehicle and whether you purchased new or used - State type of plug-in EV it is (BEV/PHEV)
Interior of vehicle	<ul style="list-style-type: none"> - State electric range (and gas range if applicable) - Explain why you chose the model you own - Share features you enjoy about the car
Demonstrate how you charge at home and how to plug the vehicle in	<ul style="list-style-type: none"> - Talk about your typical commute - Discuss where (home, work, public, etc.) and when (morning, evening, overnight, etc.) you typically charge. - Discuss any issues you've experienced with charging and successful workarounds. - If you have traveled a long distance with your vehicle, talk about your experience.
Test Drive (be mindful of safety and always keep your eyes on the road; use a go pro or have a family member film for you) Show dashboard display if possible	<ul style="list-style-type: none"> - Instant torque (demonstrate while merging onto highway but be sure to obey speed limits!) - Dashboard display which shows remaining range and power being used - Regenerative braking - Change in battery range in winter - Experience with maintenance (frequency, cost savings, etc.) - Why did you purchase an EV? - What do you like about driving an EV?

Best Practices/Things to Keep in Mind:

- Your content should be directed towards people in the community who are new to plug-in EVs; try to avoid jargon and overly technical explanations.
- Conduct a short test before recording your video to check sound quality.
- Speak slowly and clearly.
- Be mindful of lighting.
- It may be easier to record sections in separate takes. If you are unable to combine your takes, we can stitch them together.
- Keep the total length of your video to between four and seven minutes.

Video Submission: Contact Aidan Leary at aleary@belmontlight.com for a video submission link

Submission Due Date: September 23, 2020

Questions: Contact Aidan Leary at 617-993-2809 or aleary@belmontlight.com