

# Are **Electric Vehicles** Driving Us Closer To The Final Frontier?

Future Electric Car Market Growth and Commercialization Require OEMs to **Optimize Incentive Management Now**



The current **U.S. Electric Vehicle (EV)** universe:

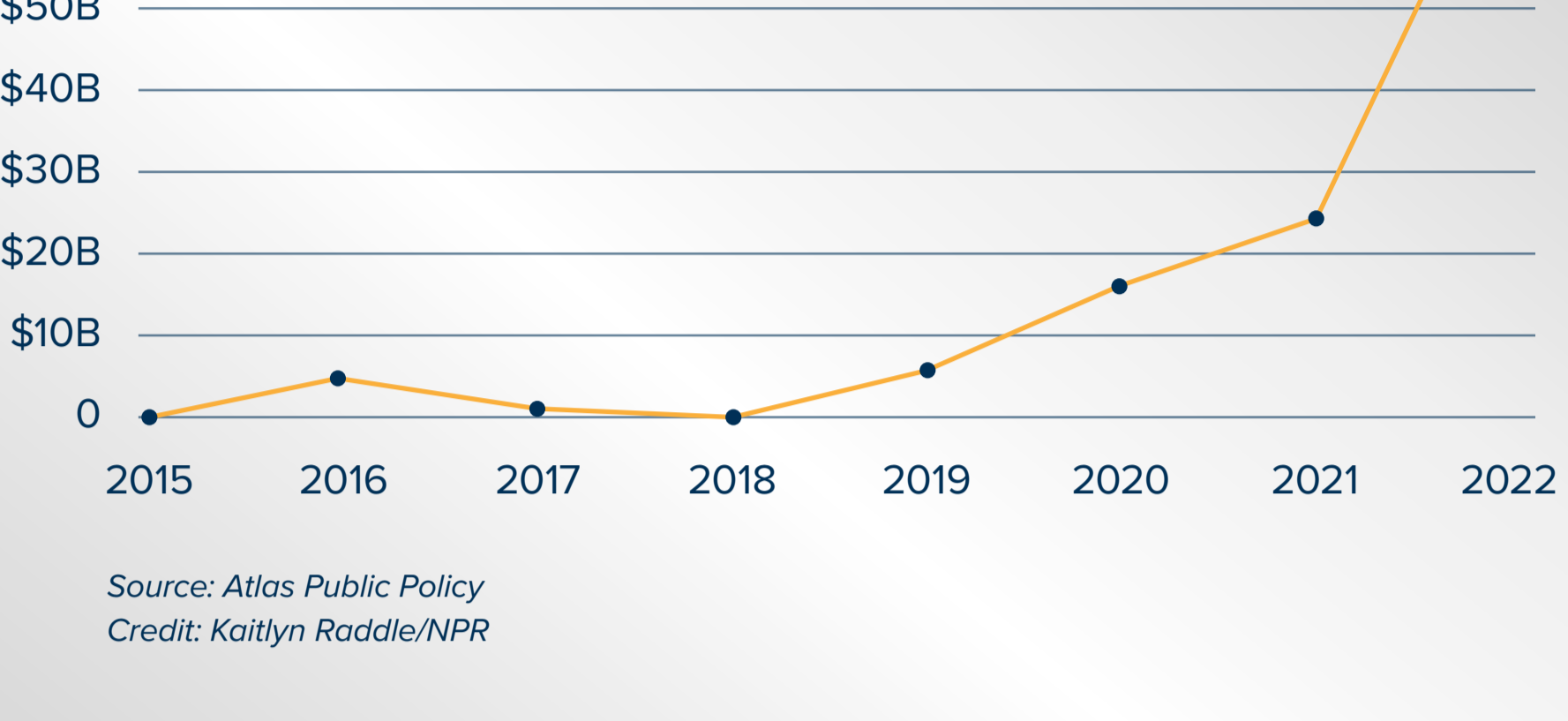
New EV registrations increased from **4.1%** to **7%** last year.

Electric models on the market increased from **33** to **47** in **2023**.

By **2030**, **50%** of all vehicles sold will be EVs.

Internal combustion engine vehicle manufacturing will cease by **2035**.

Announced investments in **U.S. electric vehicle** manufacturing have skyrocketed



Source: Atlas Public Policy  
Credit: Kaitlyn Raddle/NPR

Consumers now expect auto manufacturers to deliver more **efficiency and features of EVs, all at a competitive price**. This strategic shift requires manufacturers to gain greater control of their financial processes.

## Is your incentive management system **ready?**

Automakers offer a wide variety and ever-changing number of incentives for:

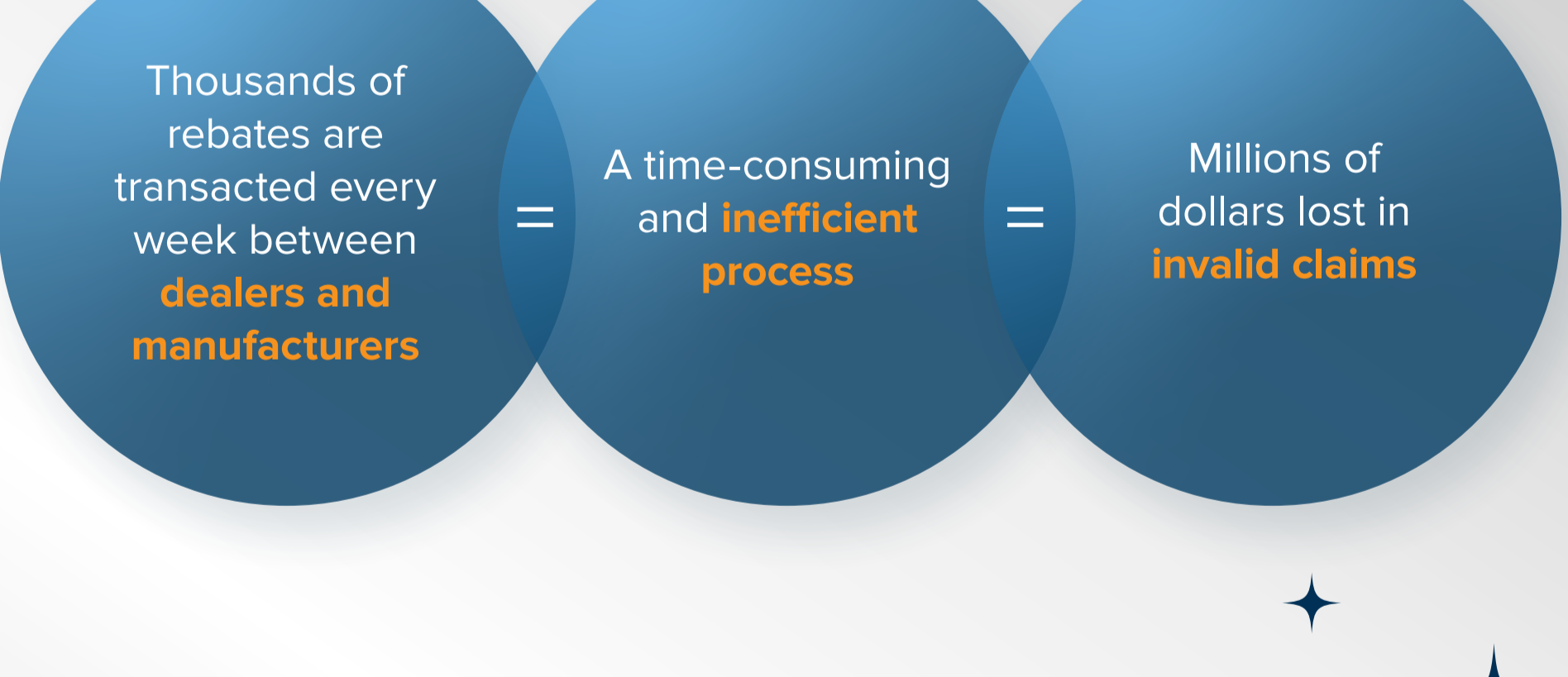


## Each time a **rebate** is transacted:

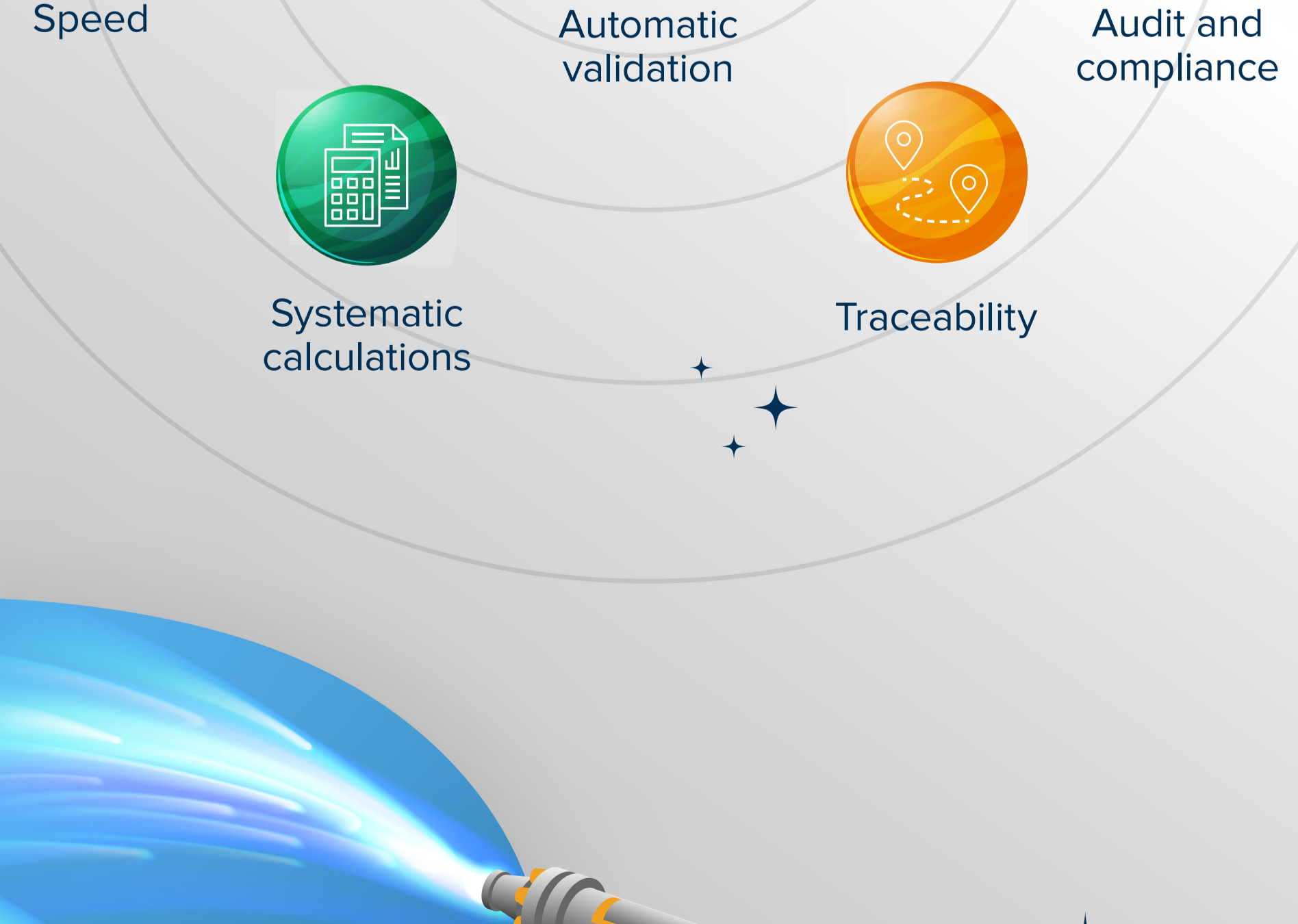
- 1 Dealer files a claim with the vehicle manufacturer for the amount of the rebate.
- 2 The vehicle manufacturer then reviews the claim.
- 3 If valid, they pay the dealer the dollar amount of the rebate.

## Did you **know?**

Automakers typically spend anywhere from **10-20%** of their overall revenue on incentives!



## Optimize your **incentive management system** and improve operating margins with:



Drive growth and successfully steer all of your revenue-generating dealer **incentive programs**

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Sources: CBS News, McKinsey, NADA