

CHARGE AHEAD MONTANA

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How long have you been selling electric vehicles?

In 2018, after 35 plus years of selling new Mazdas, Jeeps, and pre-owned vehicles, we purchased our first used Fiat 500e. Since then we have grown to become Missoula's only dealer focused on pre-owned Plug-In Electric Vehicles.

Do customers typically come in asking about electric vehicles, or do you bring up the subject?

We definitely get customers on the phone, on-line and on the lot specifically looking for used plug-in electric cars. Almost every conversation starts with confirming the difference between a hybrid vehicle and a plug-in Electric Vehicle.

What's been the most challenging part of selling electric vehicles?

Overcoming the myths surrounding all-electric vehicles and finding pre-owned inventory to stock our lot.

Do you own an electric vehicle yourself?

As a matter of fact, I do! I purchased a 2016 Kia Soul + around Thanksgiving of 2019. At the time it had about 21,000 miles.

What has been your favorite part of owning an electric vehicle?

From a pragmatic standpoint, pre-owned EV's are extremely affordable... I also enjoy never stopping at the gas station and my calculated electricity consumption is less than \$7 a month. Last but not least, it does feel good to drive a zero-emissions vehicle.

Would you recommend an electric vehicle to someone considering buying a car?

Like all vehicle sales, it depends on the customer's transportation needs and wants. Buying an EV is a lifestyle choice, similar to buying a convertible or perhaps an RV or motorcycle. We take into account your occupation, daily commute, and recreation choices. It might not work as your one and only vehicle but it makes sense for a second vehicle for many of our customers.