

Recharge Minnesota Participant Case Study



Recharge Minnesota is a program that supports and publicly recognizes top companies, schools, civic leaders, and others who take specific steps to encourage greater electric vehicle (EV) adoption, consistent with statewide clean air goals. Participating organizations pledge to take action on programs that include installing EV charging stations at the workplace, promoting electric vehicles with employees and the public, and reviewing their own fleet of vehicles for opportunities to convert to electric or plug-in hybrid vehicles.

United Bus Sales EV Program Highlights:



Submitted a proposal to install a community Level 2 charging station.



Anticipates the delivery of the first 5 electric buses by the end of 2021.



Helps customers apply for grant funding to purchase electric buses.

Read United Bus Sale's profile for a complete overview on their EV initiatives.

RECHARGE | MN PROFILE

UNITED BUS SALES

Electric buses first caught the attention of United Bus Sales, a commercial and school bus dealership based in Big Lake, Minnesota, in 2019. After doing some research, the dealership decided the timing was right to begin offering electric buses to its customers as a practical alternative.



United Bus Sale's School Buss

Since then, United Bus Sales has been helping its customers apply for grant funding to purchase electric buses. The company anticipates delivering its first electric bus in 2021, with hopes of selling and delivering three to five more units by the end of the year.

Although the cost of electric buses is coming down, the selling challenge continues to be the relatively higher sticker price. Helping customers calculate how long it will take for savings on fuel and maintenance to compensate for the upfront investment is important. The company's business model relies heavily on customer relationships, and so educating customers about the benefits of electric buses in a way that is directly relevant to their circumstances is key for continued adoption.

"An electric bus may have an initial sticker price that is higher than a regular bus, but if the customer can save thousands of dollars a year on fuel and maintenance, I want to be able to show them when they can expect to get a payback," says Jason Anderson, President of United Bus Sales. "We order the vehicle from the manufacturer and it comes to us fully built.



An Electric School Bus

Where we make our impact is working with customers to make their initial purchase and to support them as they operate the vehicle." Ensuring the long-term success of electric buses by supporting customers is more important than any sales goal.

"You have to plant the seed, then you have to water it, then you have to water it, then you have to weed it - all those steps are necessary to growing a good tomato," he says. "We have a level of excitement for this first order, and that's a good thing."

United Bus Sales has submitted a grant proposal to install charging stations on its property for its growing electric bus inventory and for the electric vehicles in their community. The dealership views transportation electrification as a progressive area leading to a better overall quality of life.

Learn more about the United Bus Sales at unitedbussales.com

