

Can Legacy Car Companies Compete with Tesla?

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[Edmunds.com](https://www.edmunds.com) in 2019 gave the following numbers for the origins of profit for dealers of legacy car companies:

- 26% from new-car sales.
- 25% from used-car sales.
- 49.6% from service and parts sales.

The [Sierra Club](https://www.sierraclub.org) in 2019 did a survey of 909 auto dealers in all 50 states concerning selling electric cars (EVs):

- 74% are not selling EVs.
- 28% provided no information about charging EVs.
- 31% provided no information about state and federal incentives to buy EVs.
- 10% of display EVs were not sufficiently charged to be test driven.
- 66% of dealers that sold EVs did not display EVs prominently.
- The best EV shopping experience was Tesla with 4.5 out of 5 satisfaction score.
- The worst EV shopping experience was Chrysler with 2.9 out of 5 satisfaction score.

A [Consumer Reports survey](https://www.consumerreports.com) in 2019 gave the following numbers for future car-buyers' interest:

- 63% have some interest in EVs
- 31% would consider an EV for the next purchase.
- 27% would consider an EV for an eventual purchase beyond the next purchase.
- 5% plan to buy or lease an EV for the next purchase.

There is a large disconnect between what car buyers want with regard to buying EVs and what legacy car dealers are doing. This is understandable considering the profit origins of those dealers since [EVs require much less service and parts than do fossil-fueled cars](#).

Some legacy car companies are making huge efforts to join Tesla in the EV market, especially [Volkswagen](https://www.volkswagen.com) and, more recently, [General Motors](https://www.gm.com).

Is it possible for legacy car companies to revise their dealerships to be more like Tesla's selling and servicing their EVs or will EV-only dealers need to be established? In order to effectively compete with Tesla the legacy car companies need to drastically revise how they sell and service their EVs:

- EV online ordering, without sales persons unless requested; including trade-ins and loans.
- EV delivery at a dealer, with no hassle to buy add-ons, or home delivery if requested.
- Regular downloads of software updates at each EV location.
- Mobile EV service.
- Plugin-charge-and-go on all major highways without using access cards.
- In large EV navigation screens showing availability of fast-charging locations, including how many available stalls and how long to charge to reach the next fast charger with sufficient state of charge.
- Make deals with Tesla to put CCS cables at Superchargers in exchange for putting Tesla cables at legacy-dealers' fast chargers.

Of course, Tesla is not perfect:

- Needs service centers within 100 miles of all Tesla owners' locations.
- Needs more most-needed parts at service centers and in mobile service vehicles.
- Needs more Superchargers strategically located; e.g., near all major highways into cities.
- Needs more Superchargers to fill gaps on major highways.
- Needs more destination chargers at hotels.
- Needs inexpensive Tesla adapters for CHAdeMO and CCS charging stations and an option to show those fast chargers on Tesla navigation screens.