

Hybrid Vehicle Incentives

In March 2006, ERC surveyed Northeast Ohio employers to see what (if anything) they are doing to encourage their employees to purchase more environmentally friendly hybrid vehicles. **114** organizations participated in the survey.

1. Does your organization offer incentives to employees who purchase hybrid vehicles?

- 1% Yes
- 1% No, but we are planning to soon
- 2% No, but we are considering it
- 96% No, and we are not planning/considering to do so

2. If you currently offer incentives or are planning to do so soon, please describe your incentives below.

- \$1,000 cash for purchase or lease of new or used Hybrid
- We haven't previously discussed this type of incentive, but would be very interested in the results.
- We are going through a reorganization and are currently unable to offer this incentive. Hopefully we may consider this at a future date.
- Although you are not looking for this type of answer I feel I must mention that if you read one of the more recent Consumer Reports, where they focused on Hybrid Vehicle's, I would question why most people would even consider wanting to purchase one.
- I think it is a great idea however...
- We do, however, offer a bonus incentive for associates who purchase American-made vehicles. \$250 for a used vehicle and \$500 for a new vehicle.
- This topic has not been discussed with upper management.

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- I have not heard any discussion about offering incentives, but we have at least one outside salesperson driving a hybrid. We are also planning on leasing more hybrid's to be used by our outside salesforce.
- We are looking at various options at the present time. We have 12 facilities in the US that require our sales and service staff to do about 50% travel. I would probably be a gas card deduction or monetary variable pay program.