



The eSprinter Test Drive Event Test Drive Guide

Welcome to the eSprinter Test Drive Event! This comprehensive Test Drive Guide provides step-by-step procedures for creating an informative and engaging test drive for your eSprinter prospects.

STEP 1: KNOW YOUR eSPRINTER

To ensure a successful test drive, it's essential to familiarize yourself with the functions, specifications, and details of the all-new eSprinter. Please refer to your eSprinter Test Drive Quick Reference Guide (QRG), e-Learning materials, and other training resources to make sure you can provide a complete and proper demonstration.

STEP 2: PLAN YOUR ROUTE

Your test drive should last at least 10 minutes, so plan your route accordingly. Consider incorporating a variety of options, including 10-, 20-, and 30-minute routes. For safety, plan right-hand turns as much as possible, and identify stopping points along the way where you can pull over, if needed, to demonstrate features in more detail.

STEP 3: PREPARE YOUR eSPRINTER

Prior to the test drive, make sure your vehicle is fully charged and detailed. Confirm the routes you've chosen are clear on the day of the event, in case of traffic pattern changes. Also, verify all vehicle systems and features are in proper working order, and always prioritize safety by using seat belts during the drive.

STEP 4: SET EXPECTATIONS BEFORE THE DRIVE

To help them anticipate their test drive experience, give your clients a preview of specific eSprinter features and functions in the staging area before you get on the road:

- Performance
- Battery Capacity
- Fast Charging
- Next Gen MBUX
- Navigation Map and Finding Charging Stations
- Energy Consumption Screens



STEP 5: ENGAGE PROSPECTS DURING THE TEST DRIVE

Point out features and discussion points relevant to each driving scenario:

City Streets/Stop-and-Go traffic

Regenerative Braking:

- Paddle Shift controlled
- D Auto

Drive Modes

Freeway Driving

Drive Modes

Energy Consumption Screens

Road Noise

Navigation Map and Finding Charging Stations

Next Gen MBUX

Curves/Off/On-Ramps

Center of Gravity

Steering

Maneuverability

Exiting Vehicle

Standard backup camera

Available Digital Rearview Mirror (if equipped)

Ingress and Egress

Ground Clearance

STEP 6: WRAP UP

At the completion of your drive, ensure your prospects are comfortable with their ride and address any remaining questions. If interested, show them the battery location and drilling points. Finally, thank your client and escort or direct them to their next location.

ENJOY THE RIDE!

This comprehensive approach will ensure that each test drive is not only memorable but also informative, helping your prospects make informed decisions and building their excitement about the all-new all-electric eSprinter.