



CALIFORNIA
CLEAN FUEL
REWARDSM

CARB AND CALIFORNIA ELECTRIC UTILITIES PARTNER TO OFFER CONSUMERS UP TO \$1,500 OFF ELECTRIC CARS

CALIFORNIA CLEAN FUEL REWARD PROVIDES AN ‘ON THE HOOD’ PRICE REDUCTION FOR ELIGIBLE VEHICLES AT PARTICIPATING EV RETAILERS

California electric utilities are teaming up with the California Air Resources Board (CARB) to offer the California Clean Fuel Reward (CCFR), a point-of-sale price reduction of up to \$1,500 for the purchase or lease of any eligible new Battery Electric or Plug-in Hybrid vehicle from a participating automotive retailer. Starting on Nov. 17, consumers will be able to purchase an eligible vehicle from an enrolled retailer and receive an instant reduction in the purchase price.

“The goal of the program is to accelerate the number of electric vehicles on California’s roads and highways,” said CARB Vice-Chair Sandy Berg. “The instant point-of-sale price reduction of up to \$1,500 will help make these ultra-clean cars more affordable, especially for low-income families or those living in disadvantaged communities.”

For consumers, taking advantage of the reward is easy. When making an EV purchase at an enrolled retailer in California, the retailer will simply include the reward in the transaction at the point of sale. There is no need for the customer to do any paperwork after the sale to receive the reward. The CCFR is one of the most straightforward and inclusive rewards in the market, as it is available to everyone in California.

The lists of enrolled retailers and eligible vehicles are available at www.cleanfuelreward.com and will be continually updated as the new retailers and EV models are added.

Southern California Edison is administering the program on behalf of, and in collaboration with, all [participating utilities](#). The CCFR is available to all California residents, regardless of utility provider and participation.

“Lodi Electric Utility encourages all drivers—the committed, the enthusiastic, and the curious to check out this rebate opportunity at any one of the city’s participating new car dealerships,” said Jeff Berkheimer, Lodi’s Electric Utility Director.

The California Clean Fuel Reward can also be combined with existing post-sale federal, state and local incentives, such as the [Clean Vehicle Rebate Project](#), [Clean Cars 4 All](#), and the [Clean Vehicle Assistance Program](#), to make EVs even more affordable.



CALIFORNIA
CLEAN FUEL
REWARDSM

The CCFR is funded by electric utilities participating in CARB's [Low Carbon Fuel Standard](#) (LCFS) Program. From its beginning in 2011, the LCFS has helped cleaner fuels displace more than 16 billion gallons of liquid petroleum fuels. The program allows producers of clean fuels, such as electric utilities, to generate credits they can sell to producers with more carbon-intensive products. Sales of those credits fund programs such as the California Clean Fuel Reward program.

FOR MORE INFORMATION

cleanfuelreward.com

Email: info@cleanfuelreward.com

Phone: 1-800-880-0320

###