

Efficiency Maine Electric Vehicle Accelerator

PROGRAM MANUAL

Section 1. Introduction

Efficiency Maine’s Electric Vehicle Accelerator (“EV Accelerator” or the “Program”) is a program to promote vehicles in Maine that are cleaner, more efficient, and less costly to operate and maintain. The Program will provide public information and financial incentives aimed at increasing the sale and usage of qualifying Battery Electric Vehicles (BEVs) and Plug-in Hybrid Vehicles (PHEVs) (collectively, “EVs”) in Maine.

This Program Manual describes the design for Efficiency Maine’s EV Accelerator. Maine consumers interested in buying or leasing an EV, and Maine car dealers seeking to promote EVs through this Program, should refer to this Program Manual for guidance on definitions, eligibility criteria, and procedures for receiving a rebate from Efficiency Maine.

As of November 16, Efficiency Maine has suspended rebates for all customers except for Qualified Low-Income Maine Residents.

Section 2. Program Overview

Efficiency Maine’s EV Accelerator program provides financial incentives to Maine residents to reduce the upfront cost of purchasing or leasing an EV in Maine.

At the time of purchase or lease from a Maine participating dealer, an eligible consumer (an “EV Purchaser” as defined in Section 5) enters into a separate Purchaser Agreement with Efficiency Maine for the rebate.

Rebates are given at the point-of-sale as a price adjustment when an EV Purchaser purchases or leases an Eligible EV at a Participating Dealer.

The Participating Dealer completes and submits all required rebate application materials to Efficiency Maine as part of the EV purchase or lease transaction.

Once all rebate application materials have been submitted and verified, Efficiency Maine provides the applicable rebate payment directly to the Participating Dealer as reimbursement for the price adjustment credited to the EV Purchaser.

The Program also allows for the processing of rebate applications received by Efficiency Maine from eligible EV Purchasers (i.e., not from a Participating Dealer) who purchase or lease an Eligible EV directly from an original equipment manufacturer (OEM) only if that OEM does not have a licensed new car dealer in Maine, so long as all other Program requirements are met. (See Section 9 for Rebate Application Process, below).

A Participating Dealer may place a rebate hold on a vehicle that has been ordered by a customer for delivery at a later date. An eligible EV Purchaser may also place a rebate hold on a vehicle that has been ordered directly from the manufacturer. A rebate hold will reserve rebate funds for a designated period of time. See Section 8.3 for rebate hold information.

The Program may periodically run time-limited promotions to target specific customer types with higher incentives. Incentive amounts, Effective Dates, end dates, vehicle and purchaser eligibility and requirements, and application processes for these promotions will be outlined on the Efficiency Maine website and communicated to eligible customers and dealers through various means (e.g., newsletters, ads, and outreach to stakeholder organizations).

NOTE: Program terms and conditions, including EV Purchaser eligibility, Participating Dealer eligibility, EV model eligibility, and rebate amounts are determined by Efficiency Maine, which retains the right to amend this Program Manual and to change, suspend or terminate the Program at any time. The most current version of the Program Manual at the time of the EV purchase or lease transaction will apply. Participating Dealers and EV Purchasers should visit www.efficiencymaine.com to review the most current version of the Program Manual applicable at the time of the vehicle transaction.

Section 3. Program Goals

The goals of the Program are the following:

1. Reduce harmful air emissions, including NO_x and CO₂ emissions, from vehicles in Maine by displacing the use of internal combustion engines with the increased use of high-efficiency electric vehicles (EVs);
2. Lower the energy costs of Maine vehicle fleet operators and Maine drivers;
3. Facilitate market transformation that will, over time, result in Maine drivers shifting from vehicles that consume high-price, high-carbon fuels to vehicles that operate on electricity; and
4. Advance Maine's progress in meeting carbon reduction requirements established in 38 MRSA §576-A such that, by January 1, 2030, annual greenhouse gas emissions in Maine are reduced to at least 45% below the 1990 annual greenhouse gas emissions level; by January 1, 2040, the annual greenhouse gas emissions level will be on an annual trajectory sufficient to achieve the 2050 annual emissions level; and by January 1, 2050, annual greenhouse gas emissions in Maine will be reduced to at least 80% below the 1990 annual greenhouse gas emissions level.

Section 4. Program Contact

All questions related to the Program should be directed to:

Efficiency Maine
Hogan Dwyer, Program Manager, EV Initiatives
168 Capitol St., Suite 201

Augusta, ME 04330
Phone: 866-376-2463
Email: ev@efficiencymaine.com

Section 5. Definitions

1. **Battery Electric Vehicle (BEV):** means a fully electric, zero-emission vehicle that has an on-board electrical energy storage device that is designed to be recharged using an external energy source. BEVs may also sometimes be called “All-Electric Vehicles.”
2. **Charger:** a charger supplies electricity to an electric vehicle (EV) to charge the vehicle’s batteries. A charger may include software and communications protocols that deliver energy efficiently and safely to the vehicle. An individual charger may have one or more “ports” (sometimes also called “plugs” or “cables” or “connectors”) that connect the electricity supply to one or more EVs.
3. **Eligible EV or Qualifying Vehicle:** means an EV that meets the criteria of Section 6.3 or Section 6.4 of this Program Manual.
4. **EV Purchaser:** means a purchaser or lessee of an Eligible EV who establishes eligibility for this Program by demonstrating that they satisfy the criteria of Section 6.2 of this Program Manual.
5. **EVs:** The family of electric vehicles comprising BEVs and PHEVs.
6. **Participating Dealer or Participating Dealership:** means a licensed new and/or used motor vehicle dealer located in Maine that has been approved for Program participation by Efficiency Maine and has executed and delivered a Participating EV Dealer Agreement and remains in good standing with Efficiency Maine. Efficiency Maine may maintain a list of Participating Dealers on the Program website.
7. **Port:** Sometimes also called “plugs” or “cables” or “connectors”, a port connects a charger to an EV charging receptacle to charge the vehicle’s electric battery.
8. **Plug-in Hybrid Electric Vehicle (PHEV):** means a vehicle that uses an on-board electrical energy storage device that is designed to be recharged using an external energy source to power an electric motor and also uses a petroleum-based fuel to power an internal combustion engine.
9. **Point of Sale:** refers to the time and place of the purchase or lease transaction with or through a Participating Dealer at which the EV Purchaser receives the benefit of the Program rebate through a purchase or lease price adjustment by the Participating Dealer shown as a line item deduction on the official purchase or lease contract for an Eligible EV.
10. **Program Effective Date:** generally means Thursday, August 29, 2019. Only Eligible EVs purchased or leased on or after the Program Effective Date may be Eligible for a Program rebate. The Effective Date for used vehicle rebates is Monday, December 21, 2020. The Program may periodically run time-limited promotions to target specific customer types with higher incentives. These promotions will have their own Effective Dates and end dates, which will be detailed on the website and communicated to eligible customers and dealers.
11. **Qualified Low-Income Maine Resident:** a Maine resident who is verified by Efficiency Maine to be a member of a household, domiciled at that household in Maine, that is currently receiving benefits through Maine’s Low Income Home Energy Assistance Program (LIHEAP), Supplemental Nutrition Assistance Program (SNAP), Temporary Assistance for Needy Families (TANF), or MaineCare.

Section 6. Program Eligibility, Requirements and Restrictions

Section 6.1 Dealer Eligibility

To participate in the Program, Dealers must meet the following criteria:

1. Be a licensed, new and/or used car dealer located in the State of Maine; and
2. Offer for purchase or lease at least one of the Eligible EVs listed on the Efficiency Maine Program website; and
3. Execute and deliver a Participating EV Dealer Agreement agreeing to all Program terms and conditions.

Participating Dealers must comply with the terms and conditions of the Participating EV Dealer Agreement and follow the required documentation and rebate application procedures prescribed by Efficiency Maine in this Program Manual.

Section 6.2 EV Purchaser Eligibility, Requirements and Restrictions

To participate in the Program as an EV Purchaser, the following criteria, requirements and restrictions apply:

1. EV Purchaser must be an individual Maine resident at least 18 years of age with a current, valid Maine driver's license. A temporary license is acceptable;
2. EV Purchaser must have received written validation of eligibility from Efficiency Maine **prior to the purchase or lease** of an EV. The person identified as a Qualified Low-Income Maine Resident in the letter from Efficiency Maine must be in the same household (as indicated by a shared address) as the person who is named in the vehicle sales agreement and title application (for purchases) or named in the vehicle lease agreement (for leases) and who subsequently registers the eligible EV;
3. EV Purchaser must purchase or lease an Eligible EV from a Participating Dealer for use and operation in the State of Maine or, if there is no authorized dealer located in the State of Maine, must purchase or lease a new, Eligible EV directly from an original equipment manufacturer for use and operation in the State of Maine;
4. EV Purchaser must execute and deliver a Program Purchaser Agreement agreeing to all Program terms and conditions including, without limitation, agreeing to reimburse the full value of any rebate if any information provided by the EV Purchaser is false or if the EV Purchaser breaches the terms of the agreement;
5. EV Purchaser must complete and submit (or have the Participating Dealer submit) all required Program documentation;
6. EV Purchaser must register the Eligible EV in the State of Maine and maintain registration in the State of Maine for at least 36 months;
7. If purchasing an Eligible EV, EV Purchaser must retain ownership of the vehicle for at least 36 months from the date of purchase or, if leasing an Eligible EV, must provide

documentation of an initial lease term of at least 36 months.

8. Program limits on number of rebated EVs per EV Purchaser or per vehicle identification number (VIN) are as follows:
 - a. Qualified Low--Income Maine Residents are limited to one enhanced rebate (new or used) per individual or two per household;
 - b. An Eligible EV that previously received an Efficiency Maine rebate when purchased or leased new is limited to a maximum of one additional rebate when, not less than 36 months after the original sale, the same vehicle is purchased as a used vehicle by a Qualified Low-Income Maine Resident for their personal use; and
 - c. The limits on the number of rebates per EV Purchaser or per Vehicle Identification Number (VIN) may be waived, in writing, by Efficiency Maine in its sole discretion, upon a finding that the vehicles are intended for end-use principally in Maine for the minimum required 36-month period and there are sufficient funds remaining in the Program budget.

Section 6.3 New Vehicle Eligibility

To be eligible for an Efficiency Maine rebate through this Program, a new EV must:

1. Be a model of BEV or PHEV that, at the time of the purchase or lease transaction, appears on the Efficiency Maine list of Eligible EVs posted on the Program website located at www.efficiencymaine.com/docs/Eligible-Vehicle-Rebates.pdf. Efficiency Maine's list of Eligible EV models will be drawn from and will represent a sub-set of the currently available model years of new BEVs (also called "All-Electric Vehicles") and PHEVs listed on the U.S. Department of Energy (DOE's) Office of Energy Efficiency and Renewable Energy website at www.FuelEconomy.gov. The Efficiency Maine list of Eligible EVs will be updated as Efficiency Maine becomes aware of new Eligible vehicle models reaching the market in Maine.
 - a. For BEVs, small neighborhood electric vehicles do not qualify.
 - b. For PHEVs, only vehicles rated by FuelEconomy.gov to achieve 20 miles or more of electric-only range will qualify.
2. Have a price of no more than the amounts listed below, where the price is defined as total Manufacturer's Suggested Retail Price (MSRP), or "sticker price," minus destination/delivery charges, and no other discounts, deductions, credits or rebates are to be counted in the eligibility determination calculation:
 - a. \$80,000, in the case of an eligible pickup truck or commercial van with a GVWR of 6,000 pounds or greater; or
 - b. \$55,000, for other eligible new vehicles.
3. Be a new vehicle that has not been previously:
 - a. The subject of a completed retail sale; or

- b. Registered with the Maine Bureau of Motor Vehicles or the motor vehicle registration agency or authority of any other jurisdiction.
- 4. Have an Original Equipment Manufacturer's (OEM) warranty that fully covers the battery and electric drive train.
- 5. Be purchased or leased:
 - a. On or after the Program (or Promotion) Effective Date;
 - b. From a Participating Dealer, for use and operation in the State of Maine or, for makes of vehicles for which there is no authorized dealer located in the State of Maine, purchased or leased directly from an original equipment manufacturer for use and operation in the State of Maine.

Section 6.4 Used Vehicle Eligibility

IMPORTANT NOTE: Used EVs are only eligible for a rebate through this Program if they are not intended for re-sale within three (3) years.

To be eligible for an Efficiency Maine rebate through this Program, a **used** EV must:

1. Have been previously the subject of a completed retail sale and/or registered with the Maine Bureau of Motor Vehicles or the motor vehicle registration agency or authority of another jurisdiction.
2. Be purchased or leased from a Participating Dealer, for use and operation in the State of Maine. **Vehicles purchased through private sale are not eligible for a rebate.**
3. Be sold at a final purchase price of no more than \$40,000 where no other discounts, deductions, credits or rebates are to be counted in the eligibility determination calculation.
4. Be model year 2015 or newer. Model years 2014 and older are not eligible for a rebate.
5. Not have been subject to a purchase or lease within the prior 36 months that was issued an Efficiency Maine rebate.

Section 7. Rebate Amounts

Rebate amounts are as posted on the Efficiency Maine website and may be adjusted from time to time. Rebate availability is contingent on funding. Visit www.efficiencymaine.com/ev/electric-vehicle-rebates/ to see the most current rebate amounts.

Section 8. EV Rebate Application Process

Section 8.1 EV Rebate Process

There are two paths to apply for a Program rebate. The first path occurs at the point of sale during the process of buying or leasing an EV through a Participating Dealer; the second path is to apply directly to Efficiency Maine when purchasing or leasing a new EV through an original equipment manufacturer that does not have a licensed dealership in Maine. The second path is not available for the purchase or lease of used EVs.

1. Application pathway for point-of-sale Efficiency Maine rebate at Participating Dealers
 - a. Participating Dealership will collect and/or record the following for each Program transaction:
 - i. For individuals, applicant's current Maine driver's license;
 - ii. Applicant's place of residence or business and location of titling;
 - iii. Information identifying vehicle (make, model, year, mileage, VIN);
 - iv. Information identifying the total MSRP, or "sticker price," minus destination/delivery charges (with no other discounts, deductions, credits or rebates to be counted in the eligibility determination calculation), the final vehicle sale (or lease) price, and all rebates applied;
 - v. EV Rebate Claim Form signed by the EV Purchaser; and
 - vi. Income verification letter from Efficiency Maine.
 - b. Participating Dealership will provide an instant rebate in the form of a price adjustment corresponding to the applicable rebate amount for the vehicle at the Point of Sale.
 - c. Participating Dealership will complete and submit the required online Efficiency Maine Rebate Reimbursement Form with all information and supporting documentation as set forth in Section 9 of this Program Manual within sixty (60) days of the purchase or lease transaction date.
 - d. Efficiency Maine will reimburse Participating Dealer for the rebate amount via electronic fund transfer within 7 business days of final approval of the Rebate Reimbursement Form.

The EV rebate applied for and delivered through the pathway of Participating Dealers is intended as a point-of-sale purchase price adjustment facilitated through the Dealer. The EV Purchaser should consult with its tax advisor to determine if the EV rebate amount may be treated as taxable income. Efficiency Maine makes no representation as to the tax treatment of the EV rebate.

2. Application Pathway for Purchase Direct from Manufacturer
 - a. Customer will submit an Efficiency Maine EV Rebate Application Form with all information and supporting documentation as set forth in Section 9 of this Program Manual within 60 days of the purchase or lease transaction date.
 - b. Customer-direct applications will only be accepted for the purchase or lease of an Eligible EV directly from an original equipment manufacturer (OEM) that does not have a licensed new automobile dealer in Maine (e.g., Tesla). If such vehicles become authorized for sale or lease within the State of Maine through a new and/or used car dealer, applicants will be required to purchase or lease such vehicles from a Participating Dealer.
 - c. Efficiency Maine will mail a rebate check to the customer when all eligibility criteria and Program requirements and restrictions are met and all completed documentation is received. Efficiency Maine reserves the right to request additional supporting documentation as it deems necessary for accurate processing of a rebate application.

Under the direct rebate process for Eligible EVs purchased or leased from an original equipment manufacturer, the EV Purchaser receives the rebate payment directly from Efficiency Maine. EV Purchaser should consult with its tax advisor to determine if the EV rebate amount may be treated as

taxable income. Efficiency Maine makes no representation as to the tax treatment of the EV rebate. Efficiency Maine may issue a Form 1099 for any payments made.

Section 8.2 Income Verification Process

The process to receive verification from Efficiency Maine as a Qualified Low-Income Maine Resident is as follows:

- a. Applicant requests verification letter through Efficiency Maine’s Income-Based Eligibility Verification form: www.efficiencymaine.com/income-based-eligibility-verification/.
- b. Efficiency Maine verifies applicant’s participation in one of the qualifying programs listed in Section 5 “Definitions”.
- c. If the applicant’s participation in one of the qualifying programs is verified, Efficiency Maine will send the customer a letter indicating verification of qualifying low-income status via email and mail.

Section 8.3 Rebate Holds

A Participating Dealer may request a “rebate hold” on a vehicle that has been ordered for a customer with a paid deposit and will be delivered at a later date. If the rebate hold is approved, Efficiency Maine will reserve funds for the rebate(s) in the amount specified on Efficiency Maine’s website at the time the hold is approved. In the event that EV Accelerator Program funding runs out, funding for rebates that have been held will be reserved until the rebate holds expire. A rebate hold does not guarantee that the customer will receive a rebate. A rebate hold allows Efficiency Maine to set aside rebate funds in anticipation of vehicle purchase at a later date. A rebate that has been held is still subject to final approval in accordance with all eligibility requirements and Terms and Conditions.

1. To be eligible for a rebate hold, a vehicle must:
 - a. Be ordered from a Participating Dealer or Direct from Manufacturer with a paid deposit, on or after the Program (or Promotion) Effective Date.
 - b. Be a model of BEV or PHEV that, at the time of the purchase or lease transaction, appears on the Efficiency Maine list of Eligible EVs posted on the Program website located at www.efficiencymaine.com/docs/Eligible-Vehicle-Rebates.pdf; and
 - c. Have a price of no more than the amounts listed below, where the price is defined as total Manufacturer’s Suggested Retail Price (MSRP), or “sticker price,” minus destination/delivery charges, and no other discounts, deductions, credits or rebates are to be counted in the eligibility determination calculation:
 - i. \$80,000, in the case of an eligible pickup truck or commercial van with a GVWR of 6,000 pounds or greater; or
 - ii. \$55,000, for other eligible new vehicles; or
 - iii. A total purchase price no more than \$40,000 for eligible used vehicles.
2. For vehicles ordered through a Participating Dealer:
 - a. Customer orders through a Participating Dealer and places a deposit on a vehicle.
 - b. Participating Dealer submits a request for a rebate hold through online Efficiency Maine Rebate Reimbursement Form including a copy of customer’s Order Confirmation showing vehicle make, model, MSRP, deposit amount, customer’s name, date of order, and

estimated date of delivery. **Dealer must also provide a copy of the customer's income verification letter.**

- c. If a rebate hold is approved, the Participating Dealer receives a confirmation email stating that the rebate hold has been approved. **Rebate funds are not reserved until Efficiency Maine issues a confirmation email.**
- d. Upon Efficiency Maine's issuance of a confirmation email to a customer, funds will be held for 12 months or until the purchase is completed, whichever is sooner. Following the purchase of the vehicle, Participating Dealer will submit a reimbursement request to claim the rebate.
- e. If vehicle is not purchased within 12 months of a rebate hold, a Participating Dealer may request to renew the rebate hold. Participating Dealer should email ev@efficiencymaine.com and request the rebate hold to be renewed. If funds allow, Efficiency Maine will confirm that the renewal has been approved and that the funds have been reserved for another 12 months.

3. For vehicles ordered Direct from Manufacturer:

- a. Customer orders directly from the manufacturer and places a deposit on a vehicle.
- b. Customer submits a request for a rebate hold by completing the online Efficiency Maine EV Rebate Application Form including a copy of the Order Confirmation showing vehicle make, model, MSRP, deposit amount, customer's name, date of order, and estimated date of delivery. **Customer must also provide a copy of their income verification letter.**
- c. If rebate hold is approved, customer receives a confirmation email stating that the rebate hold has been approved. **Rebate funds are not reserved until Efficiency Maine issues a confirmation email.**
- d. Upon Efficiency Maine's issuance of a confirmation email to a customer, funds will be held for 12 months or until the purchase is completed, whichever is sooner. Following the purchase of the vehicle, customer will submit a rebate application to claim the rebate.
- e. If vehicle is not purchased within 12 months of a rebate hold, a customer may request to renew the rebate hold. Customer should email ev@efficiencymaine.com and request the rebate hold to be renewed. If funds allow, Efficiency Maine will confirm that the renewal has been approved and that the funds have been reserved for another 12 months.

Section 9. Required Program Application Materials and Documents

All of the following documents are required to be completed and submitted to Efficiency Maine in order for an EV Program rebate to be processed:

1. Copy of Efficiency Maine Rebate Reimbursement Form with a copy of the signed EV Purchaser Agreement (from Dealership) or EV Rebate Application Form with acknowledgement of Terms and Conditions (from Customer buying direct from manufacturer), as applicable;
2. Copy of Maine Bureau of Motor Vehicles Form, "Application for Certificate of Title";
3. Copy of the signed Retail Purchase/Lease Agreement;
4. For individuals, a copy of the applicant's current Maine driver's license;

5. For new vehicles purchased from a Participating Dealer, a copy of the window sticker or “Monroney label” (not required for *used* vehicles);
6. A copy of the written income verification from Efficiency Maine. Income verification letters are to be requested from Efficiency Maine by completing the [Income Based Eligibility Verification Form \(Form #6\)](#) with current address where Purchaser is domiciled.

For point-of-sale transactions, all required documents will be submitted to Efficiency Maine by the Participating Dealer. For transactions through a car manufacturer that does not have a dealership in Maine, the EV Purchaser will submit all completed required documents directly to Efficiency Maine.

Section 10. General Terms and Conditions

1. EV Purchaser must title and register the vehicle in Maine and must retain registration of the vehicle in Maine for a minimum of 36 consecutive months immediately after the vehicle purchase or lease date.
2. EV Purchasers (including lessees) who do not retain the eligible vehicle in Maine for the full 36-month ownership or lease period may be required to reimburse Efficiency Maine the full amount of the original Efficiency Maine rebate. This provision may be waived in the event that the EV Purchaser switches to another Eligible EV in Maine having the same or higher all-electric range as the original vehicle for which a rebate was provided.
3. Qualified Low-Income Maine Residents will receive an enhanced Efficiency Maine rebate for an eligible used EV provided that the vehicle has received only one previous Efficiency Maine rebate at the time of the new car’s purchase or lease. Efficiency Maine will check VIN information prior to the sale of an eligible used EV for which a rebate is being sought.
4. EV Purchasers will not make or allow any modifications to the vehicle’s emissions control systems, hardware, software calibrations, or hybrid system other than as recommended by the manufacturer or Participating Dealer.
5. Any emission reductions generated by the vehicle may not be used by EV Purchaser as marketable emission reduction credits, to offset any emission reduction obligation of any person, or to generate a compliance extension or extra credit for determining regulatory compliance.
6. EV Purchasers are subject to follow-up inspection and audit as may be required by Efficiency Maine.
7. EV Purchaser acknowledges and agrees that, as a condition of receiving an EV rebate from Efficiency Maine, Efficiency Maine is granted the right to access and review EV Purchaser’s energy usage data in connection with Efficiency Maine’s evaluation and analysis of program effectiveness and outcomes.

8. Participating Dealers will not be reimbursed for point-of-sale Efficiency Maine rebates if the purchaser or lessee or the subject vehicle is determined to be ineligible for the rebate.
9. Participating Dealers must refund to Efficiency Maine amounts paid for point-of-sale Efficiency Maine rebates for EVs that are purchased or leased, and then are returned to the dealer for a full refund or exchange.
10. Participating Dealers and/or their sales staff may, from time to time, be provided a Sales Performance Incentive Fund (SPIF) payment from Efficiency Maine to overcome specific barriers to increased EV sales.
11. Participating Dealers are subject to follow-up inspection and audit related to the Program, as may be requested by Efficiency Maine.
12. Placing a rebate hold does not guarantee that a customer will receive a rebate at the time of purchase. Purchasers requesting a rebate hold are still subject to final approval in accordance with all eligibility requirements and Terms and Conditions.
13. A reservation or order for a vehicle, paid or unpaid, does not constitute a purchase. Efficiency Maine cannot guarantee that a vehicle that has been reserved or ordered will be added to the Eligible Vehicle list or that rebate funds will be available at the time of purchase. Reserving a vehicle does not preclude a customer from receiving a rebate.