Efficiency Maine
Off-Peak Charging Electric Vehicle Rebates

PROGRAM MANUAL

Program Mission: Verifiably and cost effectively lower electric rates for all Mainers by promoting EVs that charge off peak.

Section 1. Introduction

Efficiency Maine's Off-Peak Charging Electric Vehicle (EV) Rebates is a program to promote vehicles in Maine that are cleaner, more efficient, and less costly to operate and maintain. The Program provides public information and financial incentives aimed at increasing the sale and usage of Battery Electric Vehicles (BEVs) in Maine.

This Program Manual describes the design for Efficiency Maine's Off-Peak Charging EV Rebates. Maine consumers interested in buying an EV, and automobile 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.

Section 2. Program Overview

Efficiency Maine's Off-Peak Charging EV Rebates program provides financial incentives to Maine residents, businesses, and governmental entities to reduce the upfront cost of purchasing an EV.

At the time of purchase from a Participating Dealer, an eligible consumer (an "EV Purchaser" as defined in Section 5) enters into an agreement with Efficiency Maine for the rebate.

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

The Participating Dealer completes and submits all required rebate application materials to Efficiency Maine within 60 days of the vehicle sale.

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.

For eligible vehicles sold directly by an original equipment manufacturer (OEM) to the consumer, the Program offers post-purchase rebates directly to the consumer (see Section 8.1.B).

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).

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 transaction will apply. Participating Dealers and EV Purchasers should visit www.efficiencymaine.com to review the current program requirements 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 NOx 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
Jackson Hall, Program Manager, EV Initiatives
151 Capitol St., STE 4
Augusta, ME 04330
Phone: 866-376-2463
Email: ev@efficiencymaine.com

Section 5. Definitions

1. **Battery Electric Vehicle (BEV):** a vehicle that operates solely on electricity stored in a battery pack that energizes one or more electric motors and produces zero tailpipe emissions. BEVs are sometimes called "All-Electric Vehicles." For the purposes of this program, micromobility devices such as golf carts, bicycles, scooters, snowmobiles, and lawn equipment are not considered BEVs.

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 a vehicle that meets the criteria of Section 6.3 or Section 6.4 of this Program Manual.

4. **EV Purchaser**: means a purchaser 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. **Off-Peak Charger**: a charger purchased through Efficiency Maine that is permanently pre-programmed to pause charging during peak hours (5:00pm to 9:00pm Monday-Friday).

6. **Participating Dealer or Participating Dealership:** means a licensed new and/or used motor vehicle dealer that has been approved for Program participation by Efficiency Maine and has executed and delivered a Participating 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 "plug" or "cable" or "connector", a port connects a charger to a vehicle to charge the vehicle's electric battery.

8. **Point of Sale:** refers to the time and place of the purchase transaction with or through a Participating Dealer at which the EV Purchaser receives the benefit of the Program rebate through a purchase price adjustment by the Participating Dealer shown as a line-item deduction on the official purchase contract for an Eligible EV.

9. **Qualified Moderate-Income Maine Resident:** a Maine resident who is verified by Efficiency Maine to have an Adjusted Gross Income (AGI) no more than $70,000 for an individual filing as single or head of household, or $100,000 if married filing jointly, married filing separately (both returns required), or individual filing as a qualifying surviving spouse.

10. **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:

A. Be a licensed, new and/or used car dealer; and
B. Execute and deliver a Participating Dealer Agreement agreeing to all Program terms and conditions.

Participating Dealers must comply with the terms and conditions of the Participating 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:

A. EV Purchaser must be one of the following:
    1. Maine resident at least 18 years of age with a current, valid Maine driver's license (temporary license is acceptable) AND a valid low- or moderate-income verification letter from Efficiency Maine addressed to a member of their household;
        i. The person identified as a Qualified Low-Income or Moderate-Income Maine Resident on a verification letter from Efficiency Maine must be in the same household (as indicated by shared address or shared full name) as the person who is named in the vehicle sales agreement and title application and who subsequently registers the vehicle in Maine.
    2. Business corporation, nonprofit corporation, limited liability company, limited partnership, or limited liability partnership entity in good standing, authorized to do business in the State of Maine, and with an office in the State of Maine.
        i. Car dealerships and car leasing companies are not eligible to receive an Efficiency Maine Off-Peak Charging EV Rebate.
    3. Maine Governmental Entity that has received pre-approval for the rebate from Efficiency Maine; or
    4. Tribal Government located in the State of Maine that has received pre-approval for the rebate from Efficiency Maine.

B. EV Purchaser must have purchased an off-peak charger through Efficiency Maine to install at their place of residence or business in Maine.
    1. Rebate recipients that do not install their off-peak charger and connect it to Wi-Fi within 90 days of vehicle purchase may be required to return both the off-peak charger discount and vehicle rebate.
    2. Rebate recipients must purchase and install an off-peak charger for every Off-Peak Charging EV Rebate claimed at that address. For example, a household that has received two Off-Peak Charging EV Rebates must install and activate two off-peak chargers.

C. EV Purchaser must purchase an Eligible EV from a Participating Dealer or directly from the original equipment manufacturer.

D. EV Purchaser must execute and deliver a Rebate Claim Form 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;

E. EV Purchaser must complete and submit (or have the Participating Dealer submit) all required Program documentation;

F. 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;

G. EV Purchaser must retain ownership of the vehicle for at least 36 months from the date of purchase;

H. Program limits on number of rebated EVs per EV Purchaser or per vehicle identification number (VIN) are as follows (note that program limits include rebates received under the EV Accelerator program that ended on June 30, 2025):

1. Individual Maine residents are limited to one rebate (new or used) every 36 months, with no more than two rebates per household every 36 months;
2. Businesses, nonprofits, and governmental entities are limited to two rebates (new or used) every 36 months.
3. An Eligible EV that previously received an Efficiency Maine rebate when purchased or leased new is limited to one additional rebate when, not less than 36 months after the original sale, the same vehicle is purchased as a used vehicle; and
4. 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:

A. Be a model of battery electric vehicle (BEV), as defined in Section 5, with a battery capacity greater than 30 kWh.

B. 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," including options and accessories, minus destination/delivery charges. No other discounts, deductions, credits or rebates are to be counted in the price calculation:

1. $80,000, in the case of an eligible pickup truck or commercial van with a GVWR of 6,000 pounds or greater; or
2. $55,000, for all other vehicles.

This requirement does not apply to the Limited-Time Enhanced Incentives for Commercial Electric Vans.

C. Have not been previously:

1. The subject of a completed retail sale; or
2. Registered with the Maine Bureau of Motor Vehicles or the motor vehicle registration agency or authority of any other jurisdiction.

D. Have an Original Equipment Manufacturer's (OEM) warranty that fully covers the battery and electric drive train.

E. Be purchased:

1. On or after July 14, 2025;
2. From a Participating Dealer or directly from an original equipment manufacturer.

Section 6.4 Used Vehicle Eligibility
To be eligible for an Efficiency Maine rebate through this Program, a **used** EV must:

A. Be a model of battery electric vehicle, as defined in Section 5, with a battery capacity greater than 30 kWh.

B. 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.

C. Be purchased from a Participating Dealer or directly from the original equipment manufacturer on or after July 14, 2025. **Vehicles purchased through private sale are not eligible for a rebate.**

D. Be sold at a final purchase price of no more than $50,000 (before Efficiency Maine rebate is applied).

E. Be a model year no older than six years prior to the current calendar year. For example, in calendar year 2026, vehicles must be model year 2020 or newer.

F. Have fewer than 72,000 miles on the odometer.

G. Not have been subject to an Efficiency Maine *new* vehicle rebate in the last 36 months.

H. Never have been previously subject to an Efficiency Maine *used* vehicle rebate.

Section 7. Rebate Amounts
Rebate amounts are posted on the Efficiency Maine website and may be adjusted from time to time. Visit www.efficiencymaine.com/participating-electric-vehicle-dealer-portal/ to see the most current rebate amounts.

Section 8. Rebate Application Process

Section 8.1 Off-Peak Charging EV Rebate Process

A. Vehicle purchased from Participating Dealer

1. Participating Dealership will collect and/or record the following for each Program transaction:
    i. Rebate Claim Form completed and signed by the EV Purchaser and dealer representative.
        1. This includes an order confirmation number for the off-peak charger that the EV Purchaser has purchased.
    ii. For individuals, customer's current Maine driver's license and low-income or moderate-income verification letter;
    iii. For government entities, customer's pre-approval letter;
    iv. For businesses and nonprofits, Proof of Good Standing (as found at https://apps3.web.maine.gov/nei-sos-icrs/ICRS?MainPage=x);
    v. For commercial van enhanced incentives, customer's pre-approval letter;
    vi. For new vehicles, vehicle window sticker/Monroney label
2. 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.
    i. The Efficiency Maine rebate must be listed as a separate line item from other rebates, with a label including the phrase "Efficiency Maine" (abbreviations such as "EFF" and "ME" are acceptable).
3. Participating Dealership will complete and submit the required online 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 transaction date.
4. If needed, Efficiency Maine will contact the Participating Dealer via email for any additional documentation or corrections to incomplete documentation. If the Participating Dealer does not respond to a follow-up request within 14 days. Efficiency Maine reserves the right to cancel the rebate application.
5. Once the submission is complete and meets all requirements, Efficiency Maine will reimburse Participating Dealer via electronic fund transfer (ACH) within six weeks.

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.

B. Vehicle purchased directly from the original equipment manufacturer

1. EV Purchaser purchases the Eligible Vehicle directly from the original equipment manufacturer.
2. EV Purchaser submits a 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 transaction date.

3. If needed, Efficiency Maine emails the EV Purchaser for additional supporting documentation as it deems necessary for accurate processing of a rebate application.
4. Efficiency Maine mails a rebate check to the EV Purchaser when all eligibility criteria and Program requirements and restrictions are met and all completed documentation is received.

EV Purchasers should consult with a 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

This Program uses the same income verification process as Efficiency Maine's other Residential programs. The process to receive verification from Efficiency Maine as a Qualified Low-Income or Moderate-Income Maine Resident is as follows:

a. Applicant or qualifying member of household requests income verification through Efficiency Maine's Income-Based Eligibility Verification form: www.efficiencymaine.com/income-based-eligibility-verification/.
b. Efficiency Maine verifies income eligibility and sends applicant a letter (via email and postal mail) indicating verification outcome.

Note: Income verification letters can be used by any member of the household, so long as the address on the letter matches the address on the vehicle sales agreement and title application. If the address does not match, then the name on the letter must match the name of the EV Purchaser.

Section 8.3 Rebate Holds

A "rebate hold" can be requested for 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 Efficiency Maine must suspend or close the EV Accelerator Program, 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 reserved in this way is still subject to final approval in accordance with all eligibility requirements and Terms and Conditions.

A. To be eligible for a rebate hold, a vehicle must:
    1. Be ordered from a Participating Dealer or original equipment manufacturer with a paid deposit, on or after July 14, 2025;
    2. Meet the criteria in Section 6.3 or Section 6.4 of this Program Manual.

B. For vehicles ordered through a Participating Dealer, the steps to utilize a rebate hold are as follows:

    1. Customer places a deposit on a vehicle.
    2. Participating Dealer submits a request for a rebate hold through the online Rebate Hold Request 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. If

the customer is an individual or government entity, Dealer must also upload a copy of the customer's income verification letter or pre-approval letter.

3. If a rebate hold is approved, Efficiency Maine sends the Dealer a confirmation email stating that the rebate hold has been approved. **Rebate funds are not reserved until Efficiency Maine issues a confirmation email, which can take up to 5 business days from the date the hold is submitted.**
4. Upon Efficiency Maine's issuance of a confirmation email, 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.
5. If the vehicle is not delivered within 12 months, the Dealer may request to renew the rebate hold by emailing email ev@efficiencymaine.com. If funds allow, Efficiency Maine will confirm that the renewal has been approved and that the funds have been reserved for an additional 12 months.

C. For vehicles ordered Direct from Manufacturer, the steps to utilize a rebate hold are as follows:

1. EV Purchaser orders the eligible vehicle and places a deposit on the vehicle.
2. EV Purchaser completes the online Rebate Hold Request Form, which includes uploading a copy of the order confirmation showing vehicle make, model, MSRP, deposit amount, customer's name, date of order, and estimated date of delivery. If the EV Purchaser is an individual or government entity, they must also upload a copy of their income verification letter or pre-approval letter.
3. If rebate hold is approved, Efficiency Maine sends the EV Purchaser a confirmation email stating that the rebate hold has been approved. **Rebate funds are not reserved until Efficiency Maine issues a confirmation email.**
4. Upon Efficiency Maine's issuance of a confirmation email, funds will be held for 12 months or until the purchase is completed, whichever is sooner. Following the purchase of the vehicle, the EV Purchaser must submit a rebate application to the EV Rebate Application Form to claim the rebate.
5. If the vehicle is not purchased within 12 months of the rebate hold, the EV Purchaser may request to renew the rebate hold by emailing ev@efficiencymaine.com. 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 8.4 Pre-approval Process for Governmental Entities

Governmental entities must have a pre-approval letter from Efficiency Maine in order to claim an Efficiency Maine EV Rebate. Pre-approval letters are valid for six months. The steps to acquire this pre-approval letter are as follows:

1. Complete the pre-approval request form at efficiencymaine.com: https://www.efficiencymaine.com/governmental-entity-ev-rebate-pre-approval-application/
2. Receive the pre-approval letter via email within 5 business days of completing the request form.

Section 8.5 Pre-approval Process for Enhanced Commercial Electric Van Rebates

Businesses, nonprofits, and governmental entities must have a pre-approval letter from Efficiency Maine in order to claim the limited-time enhanced incentives for commercial electric vans. The steps to acquire this pre-approval letter are as follows:

1. Complete the pre-approval request form at efficiencymaine.com: https://www.efficiencymaine.com/commercial-van-lto-application/
2. Receive the pre-approval letter via email within 5 business days of completing the request form.

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 a rebate to be processed:

1. Rebate Reimbursement Form with a copy of the signed Rebate Claim Form (Dealership purchase) or online Rebate Application Form with acknowledgement of Terms and Conditions (Direct from manufacturer purchase);

2. Copy of Maine Bureau of Motor Vehicles Form, "Application for Certificate of Title";

3. Copy of the signed Retail Purchase Agreement;

4. For individuals, a picture or photocopy of the customer's Maine driver's license valid at the time of sale;

5. For individuals, a copy of the customer's valid Efficiency Maine income verification letter
   A. Must be dated within the last 12 months
   B. Name on the letter must match customer's name OR the address on the letter must match the address on the vehicle sales agreement and title application.

6. For businesses and nonprofits, proof of "Good Standing" in the form of a screenshot of the entity's "Status" from the Maine Secretary of State's website.

7. For governmental entities, a pre-approval letter dated within the last 12 months.

8. For new vehicles, a copy of the window sticker or Motor Vehicle Purchase Agreement – Vehicle Configuration (not required for *used* vehicles);

9. For the limited-time commercial van incentive, a pre-approval letter naming the specific make and model of vehicle being purchased.

For point-of-sale transactions, all required documents will be submitted to Efficiency Maine by the Participating Dealer. For purchases from a car manufacturer that only sells direct to consumers (e.g., Tesla), 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.

2. EV Purchasers who do not retain the eligible vehicle in Maine for the full 36-month ownership period may be required to reimburse Efficiency Maine the full amount of the original Efficiency

Maine rebate. EV Purchasers that do not install their off-peak charger and connect it to Wi-Fi within 90 days of vehicle purchase may be required to reimburse Efficiency Maine the full amount of the charger rebate and the vehicle rebate.

3. 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.

4. 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.

5. EV Purchasers are subject to follow-up inspection and audit as may be required by Efficiency Maine.

6. 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.

7. Participating Dealers will not be reimbursed for point-of-sale Efficiency Maine rebates if the EV Purchaser or the subject vehicle is determined to be ineligible for the rebate.

8. Participating Dealers must refund to Efficiency Maine amounts paid for point-of-sale Efficiency Maine rebates for EVs that are purchased and then are returned to the dealer for a full refund or exchange.

9. 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.

10. Participating Dealers are subject to follow-up inspection and audit related to the Program, as may be requested by Efficiency Maine.

11. 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.

12. 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 qualify for a rebate, or that rebate funds will be available at the time of purchase. Reserving a vehicle does not preclude a customer from receiving a rebate.