

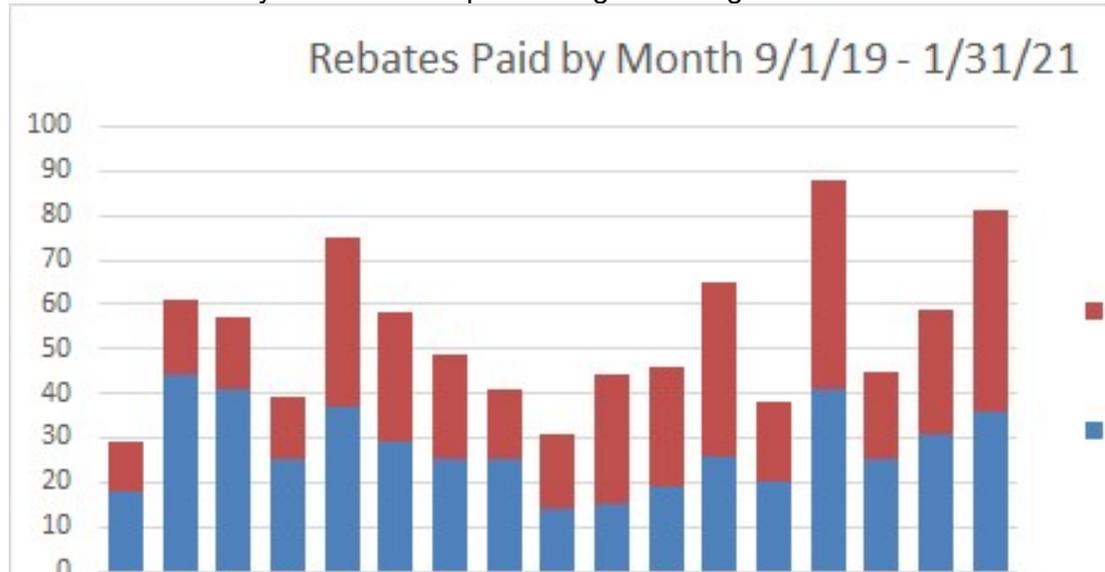
## Amalia Siegel

**From:** Efficiency Maine <tim@efficiencymaine.ccsend.com> on behalf of Efficiency Maine <efficiencymaine@efficiencymaine.com>  
**Sent:** Friday, February 19, 2021 1:05 PM  
**To:** Amalia Siegel  
**Subject:** EV Rebates Participating Dealer Newsletter February 2021



Hello Participating Dealers,

With some big announcements from US automakers, and EVs making an appearance in the SuperBowl, it's clear that EVs have a big role to play in the US and beyond. Despite the ongoing pandemic, we continue to see a steady volume of EV rebates. Since announcing higher rebate amounts for government entities, select non-profits, and low-income customers, we have seen increased interest in the program from these customer groups. This is a reminder that anyone requesting an enhanced rebate (anything other than the \$1,000/\$2,000 rebate) must request a pre-approval letter from Efficiency Maine **before** purchasing or leasing a vehicle.



### Top 3 dealerships

1. Quirk Hyundai/Mitsubishi of Bangor
2. Rowe Ford/Hyundai of Westbrook

3. Bill Dodge Hyundai Brunswick

## Top 3 models

1. Toyota Prius Prime
2. Hyundai Ioniq
3. Nissan LEAF

### **New Requirement for Government Entity Leases**

Effective 2/1, we have adjusted the limit on **leased** vehicles for governmental entities and tribal governments to 4 per customer. This change does not affect **purchased** vehicles. The rule now reads "Maximum of 10 EV rebates per entity/organization per 12-month period, of which not more than 4 may be for leased EVs."

### **Training Video for Dealership Staff:**

Looking for a refresh on the Efficiency Maine EV rebate process? Hiring new staff and want to teach them the ins and outs of EV rebates? We recommend that all participating dealership staff watch this video to learn the basics of the EV rebate program. This will help to ensure that all materials are submitted correctly so your dealership can receive reimbursement in a timely manner.



### **Marketing Materials**

We have marketing materials available! If you would like any of the following, please let me know how many of each and we can have them sent to your dealership:

1. Table tents
2. Window clings

### 3. Large floor displays

Please feel free to contact me should you have any additional questions.

Best,  
Molly

---

Amalia (Molly) Siegel  
Program Manager, Electric Vehicle Initiatives  
Efficiency Maine Trust  
168 Capitol Street, Suite 1  
Augusta, ME 04330-6856  
Phone: (207) 553-3045  
[amalia.siegel@efficiencymaine.com](mailto:amalia.siegel@efficiencymaine.com)  
[www.efficiencymaine.com](http://www.efficiencymaine.com)

Efficiency Maine, 168 Capitol Street, Augusta, ME 04330-6262

[SafeUnsubscribe™ amalia.siegel@efficiencymaine.com](#)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by [efficiencymaine@efficiencymaine.com](mailto:efficiencymaine@efficiencymaine.com) powered by

