

Instructions for Dealers Participating in the Efficiency Maine EV Rebate Program

NOTE: Rebates for all customers except low-income Mainers were suspended on November 16, 2024.

Visit the [Participating Electric Vehicle Dealer Portal](#) to find these instructions, rebate forms and documents, and training videos for dealership staff. See the [Program Manual](#) for complete details on program policies.

Eligibility Requirements

To be eligible for a rebate, a customer must:

1. Have an Efficiency Maine low-income verification letter valid at the time of purchase.
2. Be a Maine resident with a valid Maine driver's license at the time of purchase.
3. Not have previously received a low-income or moderate-income Efficiency Maine rebate.
4. Agree to retain ownership of the vehicle *in Maine*, through purchase or lease, for at least 36 months.

Rebate Process

1. The customer must present a verification letter prior to the vehicle purchase or lease. Customers that do not yet have a letter can apply for one on the Efficiency Maine website (see links on page 3, allow 7-10 business days for processing). **The name on the pre-approval letter must match the name on the sales/lease agreement.**
2. Customer agrees to purchase or lease an [eligible battery electric vehicle \(BEV\) or plug-in hybrid \(PHEV\)](#) under price limits:
 - a. **For new vehicles, MSRP (including options and accessories) minus destination/delivery charges cannot exceed:**
 - \$80,000, in the case of an eligible pickup truck or commercial van; or
 - \$55,000, for all other eligible vehicles.
 - b. **For used vehicles, final purchase price may not exceed \$40,000.**
3. Customer signs the [EV Rebate Claim Form](#) along with the sales or lease agreement, title application, and any other paperwork required by the dealer.
 - a. Note: If the vehicle qualifies for a [federal clean vehicle tax credit](#), file the purchase on [Energy Credits Online](#).
4. Customer receives an **instant discount** off the purchase price of the vehicle.
 - a. Sales/lease agreement must clearly indicate any rebates (including Efficiency Maine). **The Efficiency Maine rebate must be listed as a separate line item from other rebates, with a label including the phrase "Efficiency Maine" or "State of Maine"** (abbreviations such as "EFF" and "ME" are acceptable).
 - b. For leases, paperwork must clearly indicate the length of the lease term (minimum 36 months).
5. **Within 60 days of the purchase or lease, submit the online [EV Rebate Reimbursement form](#).** As part of the form, upload the following documents:
 - a. Signed [EV Rebate Claim Form](#)
 - b. Title application
 - c. Signed Retail Purchase or Lease Agreement (aka Bill of Sale) with the Efficiency Maine rebate appearing as an independent line item labeled as "Efficiency Maine" or "State of

Maine" (abbreviations such as "EFF" and "ME" are acceptable). Handwritten labels are acceptable.

- d. Copy of the customer's current Maine driver's license
 - i. Must be valid at the time of purchase
 - ii. Temporary licenses are acceptable
 - e. For new vehicles, copy of Window Sticker/Monroney Label
 - i. Not required for used vehicles
 - f. Copy of low-income verification letter stating that the customer is eligible for an enhanced rebate
6. If necessary, Efficiency Maine will reach out via the email address on the reimbursement application for additional information. Please respond to requests for information as soon as possible to allow Efficiency Maine to complete processing.
 7. Efficiency Maine will reimburse Participating Dealer via electronic fund transfer (ACH) within six weeks of receiving the complete application.

Rebate Holds

Dealers have the option to request a "rebate hold" for a vehicle that has been ordered for a customer with a **paid deposit** and will be delivered at a later date. A rebate hold allows Efficiency Maine to reserve funds for the rebate in case funding runs out before the purchase is completed.

Rebate Hold Process

1. Customer places a deposit on an eligible vehicle through a Participating Dealer **before November 16, 2024.**
2. Participating Dealer submits a rebate hold request through the [EV Rebate Reimbursement form](#) **as soon as possible and no later than by December 16, 2024 at 5:00pm.**
3. 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.
 - a. **Efficiency Maine will not issue hold approvals after November 15 until funding can be guaranteed. Vehicles sold/leased before a rebate hold is approved will not receive the rebate funds requested with the rebate hold.**
 - b. Efficiency Maine reserves rebate funds for 12 months or until the purchase is completed, whichever is sooner.
4. Following the actual purchase of the vehicle, Participating Dealer submits a reimbursement request to claim the rebate (see "Rebate Process" on page 1).
5. If vehicle is not purchased within 12 months of a rebate hold, a Participating Dealer may request to renew the rebate hold by emailing ev@efficiencymaine.com. If budgets allow, Efficiency Maine will reserve the rebate funds for another 12 months.

Reminders:

1. Rebates must be given at the point of sale. Efficiency Maine will **not** reimburse the customer directly if the rebate was not given at the time of sale.
2. Rebate reimbursement requests submitted more than 60 days after purchase will not be accepted.
3. If the customer is approved for an **enhanced** rebate or a **used** EV rebate, they must present a pre-approval letter from Efficiency Maine.
4. Governmental entities are limited to two rebates on **leased** EVs per 12-month period.

Rebate Amounts

Rebate amounts are as posted on the [EV Rebate Claim Form](#) and [Dealer Portal](#) and may be adjusted from time to time. Check the webpage at the time of purchase or lease to confirm current rebate amounts.

Enhanced Rebates

Enhanced rebates are available for qualified low- and moderate-income customers, governmental entities and tribal governments, and 2-1-1 nonprofits. Other special promotions may be offered from time to time. See the [Dealer Portal](#) for more information.

Any customer requesting an enhanced rebate or a rebate on a used EV must receive pre-approval **before** purchase. Customers can apply for pre-approval using one of the links below:

- [Qualified Low/Moderate Income Maine residents](#)
- [Governmental Entities or Tribal Governments](#)
- [2-1-1 Nonprofits](#)

Used vehicles must be purchased from a participating dealer and must be model year 2015 or newer. Additionally, vehicles must have a final purchase price no more than \$40,000.

Rebates for Chargers

Efficiency Maine offers an instant discount on off-peak chargers for Maine residents and businesses: www.energymaine.com/off-peak-charger-discount/ .

Additionally, Efficiency Maine occasionally offers funding for public charging stations; see the [Opportunities page](#) for open solicitations.

Participation Limits:

1. Individual Maine residents: 2 rebates per 12-month period
2. Qualified Low-Income/Moderate-Income customers:
 - a. One Low- or Moderate-Income EV rebate (new or used) per **individual** (lifetime, not per year)
 - b. Two Low- or Moderate-Income EV rebates (new or used) per **household** (lifetime, not per year)
3. Businesses and nonprofits: 10 rebates per 12-month period
4. Maine Governmental Entities/Tribal Governments: 5 rebates per 12-month period, of which not more than 2 may be for **leased** EVs

An EV cannot “receive” more than one used vehicle rebate. Vehicles that were rebated when leased cannot receive another rebate when purchased at the end of the lease term.