

Efficiency Maine EV Rebates

Participating Dealer Newsletter April 2024

Program Notices

- Efficiency Maine posted an updated version of the Dealer Training Video to the [Participating Electric Vehicle Dealer Portal](#). This new version includes information on both Efficiency Maine incentives and federal tax credits for electric vehicles. We encourage you to share this video with all staff as an informative resource.

Tips and Reminders

- For [low-income used vehicle rebates](#), keep in mind that the vehicle must have been sold NEW with an MSRP that meets our current criteria:
 - For vehicles other than pickup trucks and commercial vans, MSRP of no more than **\$50,000** where no other discounts, deductions, credits or rebates are to be counted in the eligibility determination calculation.
 - For pickup trucks and commercial vans, MSRP of no more than **\$80,000**, before any adjustments to the price.

Total program numbers (As of 4/1/2024)

Rebates paid: 4,735

Battery Electric Vehicles (BEV): 2,192

Plug-in Hybrids (PHEV): 2,543

Number of Eligible Vehicles sold by month

- November: 67
- December: 99
- January: 94
- February: 82

Top 3 dealerships in February

1. Yankee Ford, South Portland
2. TIE - Downeast Toyota, Brewer
3. TIE - Lee Toyota, Topsham

Top 3 models in February

1. Toyota RAV4 Prime
2. Ford F-150 Lightning
3. Ford Mustang Mach-E

Rebated Vehicles Sold by Month

