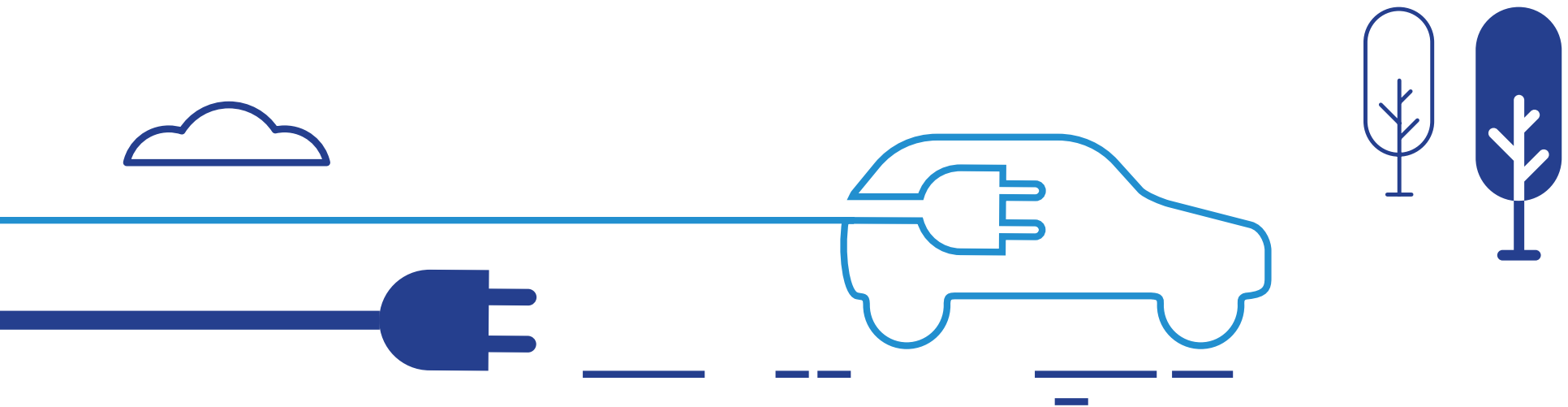




**CALIFORNIA  
CLEAN FUEL  
REWARD<sup>SM</sup>**

# **CLEAN FUEL REWARD SALES PROCESS**

**OVERVIEW FOR RETAIL SALES TEAMS**

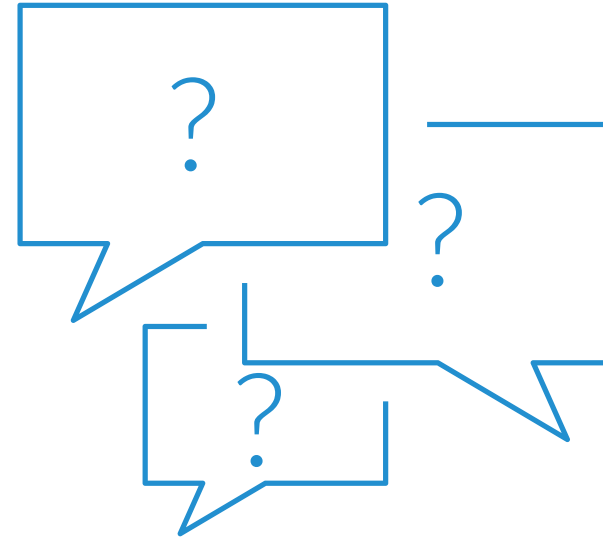




# YOUR EV SALES OPPORTUNITY

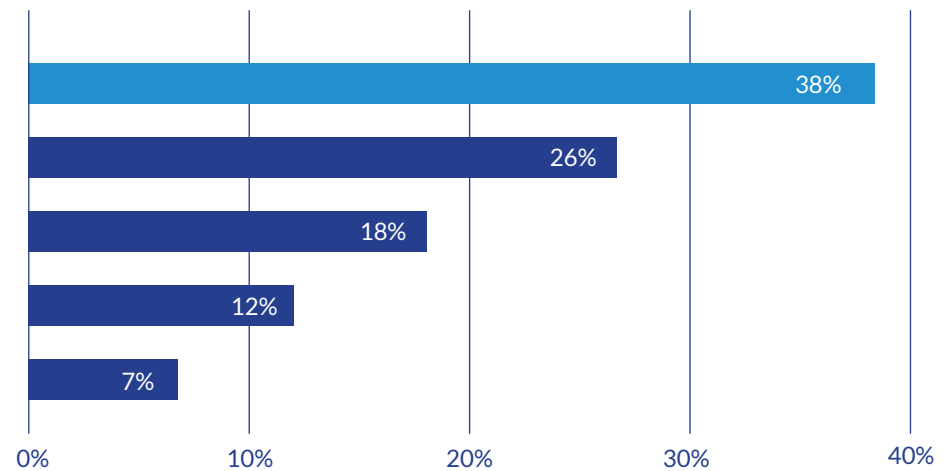
## THE QUESTIONS EV BUYERS ASK

- How many miles can it go on a full charge?
- What is the expected lifetime of the battery?
- About how long will it take to charge?
- Which charging standard does this car use?
- Do I need special equipment to charge at home?
- What kind of scheduled maintenance is required?
- Which California incentives and federal tax credits are available?

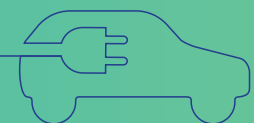


## TOP BENEFITS OF ELECTRIC VEHICLES

1. The driving experience
2. Total cost of ownership
3. Rebates and tax advantages
4. Helping the environment
5. Battery and charging convenience



Source: McKinsey EV Consumer Survey 2019



## A California time-of-sale incentive for the purchase or lease of an eligible Battery Electric (BEV) or Plug-in Hybrid (PHEV) vehicle

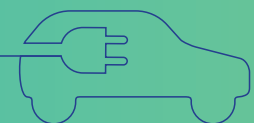
- **California** means available to everyone who resides in California, with no income or MSRP restrictions.
- **Time-of-sale** means this reward reduces the subtotal sales price. Retailers collect the reward.
- To be eligible, the EV must be **new** and have a **battery capacity** of 5 kWh or higher.
- Fuel cell and legacy hybrid vehicles are not eligible.



**SEE ELIGIBLE VEHICLES**



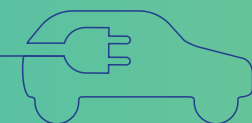
**THE CALIFORNIA CLEAN FUEL REWARD AMOUNT IS SUBJECT TO CHANGE. FOR THE MOST RECENT UPDATES, VISIT [CLEANFUELREWARD.COM](https://CLEANFUELREWARD.COM).**





# HOW CLEAN FUEL REWARD WORKS

- 1** Sales Consultant engages with customer on eligible EV purchase or lease
- 2** Retailer reduces the **subtotal sales price** by the Clean Fuel Reward amount
- 3** Retailer claims the Clean Fuel Reward using the [cleanfuelreward.com](https://cleanfuelreward.com) retailer portal





CALIFORNIA  
CLEAN FUEL  
REWARD<sup>SM</sup>

# STACKING INCENTIVES

REGIONAL



CLEAN CARS  
FOR ALL



CALIFORNIA  
CLEAN FUEL  
REWARD<sup>SM</sup>



clean vehicle  
assistance program



CALIFORNIA  
CLEAN VEHICLE  
REBATE PROJECT<sup>SM</sup>

STATEWIDE

FEDERAL

[www.fueleconomy.gov](http://www.fueleconomy.gov)

Check individual program websites for  
information and updates.

FIND THEM ALL BY ZIP CODE

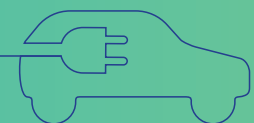
DriveClean  
ca.gov

Brought to you by the California Air Resources Board

<https://driveclean.ca.gov/>

PlugStar<sup>SM</sup>  
by Plug In America

<https://plugstar.com>





## ON-DEMAND VIDEOS

**CALIFORNIA CLEAN FUEL REWARD IS:**

A California time-of-sale Incentive for the purchase or lease of eligible Battery Electric (BEV) or Plug-in Hybrid (PHEV) vehicles.

### CLEAN FUEL REWARD FUNDAMENTALS

A quick overview of the basic facts everyone needs to know.

**INCENTIVES THAT STACK**

Substantial federal, state, and local incentives now "stack" to make EVs more affordable than ever before.

### CLEAN FUEL REWARD SALES SUCCESS

Helping customers with the many types of EV incentives.

**EV INCENTIVES**

EV buyers can benefit from many types of incentives:

- Vehicle purchase or lease incentives
- Utility rates and charging equipment incentives
- HOV lane sticker access

### ELECTRIC VEHICLE CUSTOMER EXPERIENCE

Understanding and coaching the customer on their EV journey.

**EV NEWCOMERS**

- Range
- Safety
- Performance
- Cost of Ownership

It's best to recognize the many hours of work customers have put in. Take the time to listen to what the customer has discovered. Acknowledging their research, you will learn their "hot-button" priorities and speed up the sales process.

### ADVISING THE EV CUSTOMER

A deeper dive into the many offers and discounts. Help with electric utility programs for charging rates and charging equipment.

**OVERVIEW OF THE PROCESS**

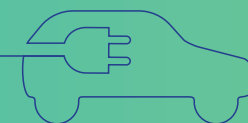
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- Retailer reduces the sub-total sales price by the Clean Fuel Reward amount
- Retailer claims the California Clean Fuel Reward using the [cleanfuelreward.com](http://cleanfuelreward.com) portal

### FILED RIGHT THE FIRST TIME

Ensure claims are properly filed to minimize returned and rejected claims.



<https://vimeopro.com/user123832901/retail-training-video-library>

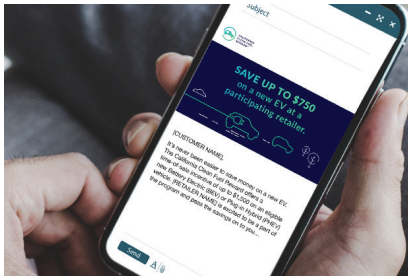
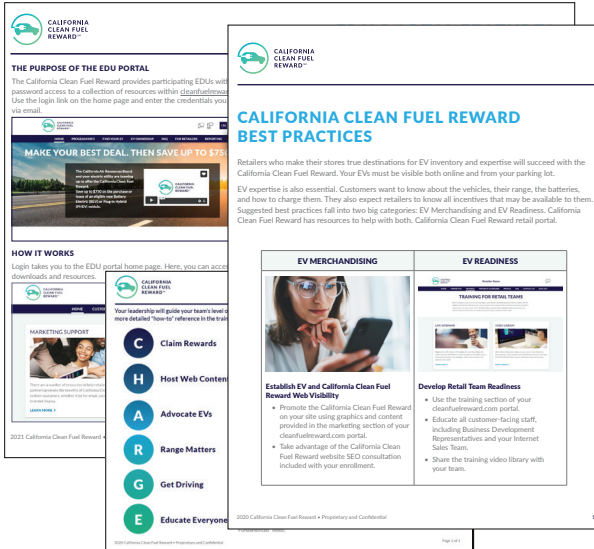




## TEXT MESSAGE COMMUNICATIONS AND RESOURCE LIBRARY

Opt in to receive timely program updates and EV sales tips sent directly to your mobile phone.

- Enroll to receive program news and updates
- Enroll to receive EV sales tips and to gain access to a library of program resources, including downloadable job aids:
  - Steps to Process a Claim
  - How to Present the Clean Fuel Reward
  - Clean Fuel Reward Best Practices
  - Manager’s Coaching Checklist
  - Service Loaner Claim Process
  - Demonstration Vehicle Claim Process
  - Duplicate Credentials for Claim Submission



Scan now to opt in

