



CVRP Dealerships | Partner Content Kit



Prepared by the Center for Sustainable Energy for the Clean Vehicle Rebate Project.

The Clean Vehicle Rebate Project (CVRP) promotes clean vehicle adoption in California by offering rebates of up to \$7,000 for the purchase or lease of new, eligible zero-emission vehicles, including electric, plug-in hybrid electric and fuel cell vehicles.

The Center for Sustainable Energy (CSE) administers CVRP throughout the state for the California Air Resources Board (CARB). The CARB is a part of the California Environmental Protection Agency (CalEPA) and exists to promote and protect public health, welfare and ecological resources through the effective and efficient reduction of air pollutants while recognizing and considering the effects on the economy of the state. CVRP funding is determined by an annual funding plan that is developed with public input and approved by the CARB.

CVRP DEALERSHIPS – PARTNER CONTENT KIT



The partner kit has been designed to guide dealerships in using CVRP as a value-add within the EV sales process. The included content will help position your dealership as a well-informed resource and provide examples on how to use this rebate in your digital marketing.

What you'll find inside:

- **CVRP LOGOS AND LINKS:** For use in promotions
- **EV MESSAGING:** Copy for use in promotions
- **WEBSITE CONTENT:** Ideas for displaying CVRP
- **EMAIL BLURB:** Content to insert in existing or standalone emails
- **SOCIAL MEDIA:** Suggested posts for your social media pages
- **ADDITIONAL RESOURCES:** Where to find collateral and other resources

CVRP program highlights:

- This program is available to California residents only
- Both purchases and leases qualify for a rebate
- CVRP's Savings Calculator makes it easy to see how much your customer can save.
- Integrating CVRP into your marketing can help sell EVs

Please share this content kit with your marketing team. If you have any questions, comments or feedback, just let me know.

Thank you again for all you're doing to promote transportation electrification and help clear the air in California.

CVRP PROGRAM TEAM

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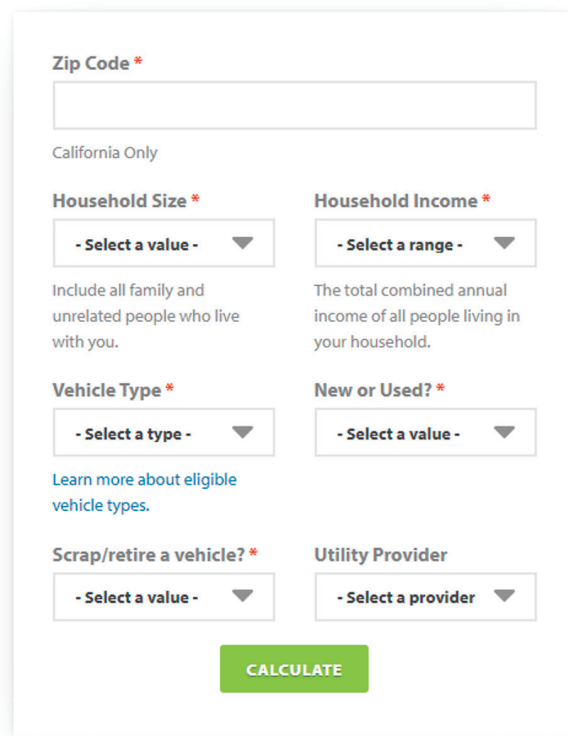
Logo and Links

WEBSITE: CleanVehicleRebate.org

SAVINGS CALCULATOR: CleanVehicleRebate.org/eng/community/savings

This tool identifies a combination of CVRP and local incentives a customer may qualify for. In some cases, a customer may receive \$10,000 or more for the EV they purchase!

Encourage your sales staff to have this handy when negotiating, as the post-purchase rebates and incentives may help offset concerns about the price.



The image shows a screenshot of the 'Savings Calculator' form from the Clean Vehicle Rebate Project website. The form is titled 'Zip Code *' and includes a text input field. Below this, it says 'California Only'. The form is divided into two columns of dropdown menus. The left column includes 'Household Size *' (with a note: 'Include all family and unrelated people who live with you.'), 'Vehicle Type *' (with a link: 'Learn more about eligible vehicle types.'), and 'Scrap/retire a vehicle? *'. The right column includes 'Household Income *' (with a note: 'The total combined annual income of all people living in your household.'), 'New or Used? *', and 'Utility Provider'. Each dropdown menu has a placeholder text '- Select a value -' or '- Select a provider'. At the bottom center of the form is a green button labeled 'CALCULATE'.

LOGO: [Click here](#) to download the CVRP logo. Contact your Outreach Coordinator if you need the logo in white.



EV Messaging

More Californians now have access to EVs as CVRP offers a standard rebate and an increased rebate for income qualifying households. This provides an amazing opportunity to offer even more savings to your EV customers.

Use following is messaging in promotions of your EV models. Visit the [Eligible Vehicle](#) page to see what level your models qualify for.

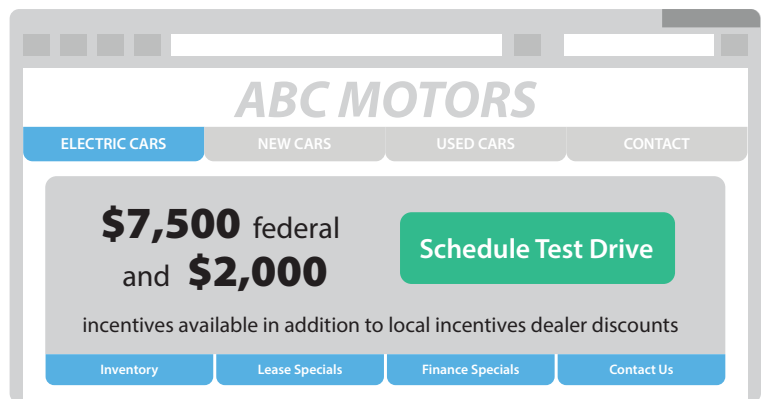
- Battery EV (BEV) – Receive \$2,000-\$7,500 through CVRP when you purchase a [MODEL NAME].
- Fuel Cell EV (FCEV) – Receive \$4,500-\$7,500 through CVRP when you purchase a [MODEL NAME].
- PlugIn Hybrid EV (PHEV) – Receive \$1,000-\$6,500 through CVRP when you purchase a [MODEL NAME].

Website

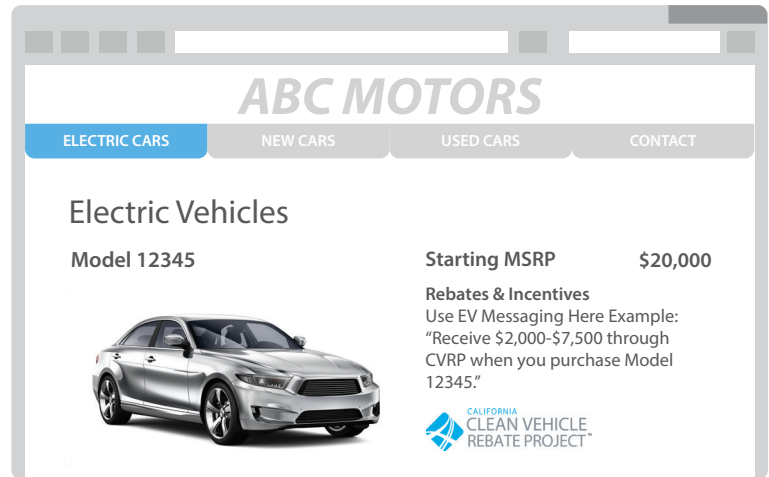
Featuring the CVRP incentive on your website will inform customers of the savings available and showcase your website as an EV resource to customers. Here are a few ways to integrate CVRP on your website.

1. Feature the rebates at the top of your EV page.

- EXAMPLE:



2. Display the CVRP logo next to the vehicles that qualify for the CVRP incentive. Link the logo to the Savings Calculator.
 - EXAMPLE:



3. Display your dealership incentives and include the standard rebate amount from CVRP to show how savings add up quickly.
 - EXAMPLE:

MSRP	\$39,690
ABC Dealer Discount	\$2,500
CVRP*	\$2,000
OEM CashBack	\$3,000
Sale Price	\$32,190
ABC DEALER SAVINGS	\$7,500

*You may qualify for additional savings through CVRP. Find out at the [CVRP savings calculator](#).

- For the CVRP rebate amounts that apply to vehicles on your lot, contact your outreach coordinator or review [eligible vehicles](#) at the CVRP website.
4. Use the CVRP logo and Savings Calculator link on your website.

Email

Notify your email list about CVRP in a standalone email.

AUDIENCE: Car Shoppers

SUBJECT LINE: Qualify for \$1,000-\$7,500 Back for a <MODEL>

PREHEADER: Don't miss this amazing rebate on electric vehicles

BODY:

Now is the best time to buy a <MODEL>! Many models qualify for a rebate of \$1,000-\$7,500 through the [Clean Vehicle Rebate Project \(CVRP\)](#). Plus, federal and local incentives can increase your savings even more. Savings, low maintenance and high performance are a just a few reasons why you should test drive a <MODEL>. Discover all the advantages of EVs today!

AUDIENCE: Car Shoppers who expressed interest in EVs

SUBJECT LINE: Buy a <MODEL> and get \$1,000 – 7,500 BACK!

PREHEADER: Get behind the wheel of a <MODEL> now!

BODY:

It was a pleasure to <talk><meet> with you. Your interest in our electric vehicles is timed just right with an additional incentive of \$1,000- \$7,500 through the [Clean Vehicle Rebate Project \(CVRP\)](#). Don't miss this opportunity to buy or lease an EV and take advantage of the savings. Plus, you may qualify for additional federal and local incentives to help make your new EV an even more incredible deal.

It's time for a test drive! Call me today to get scheduled or to discuss our latest EV models. Learn more about the rebate by visiting [CleanVehicleRebate.org](#).

Social Media

Suggested posts for customization by your dealership.

PLATFORM	COPY
FACEBOOK/ LINKEDIN	Extra \$SAVINGS on Electric Vehicles at <DEALERSHIP>! The <MODEL> is eligible for a rebate of <See EV Messaging> through the Clean Vehicle Rebate Project (CVRP) . Plus, you can qualify for a federal tax credit of up to \$6,500! Buy or lease an EV for high performance, low fuel costs and the pride of knowing you're doing your part to clean the air. Visit us today to see the latest EV models—and go to the CVRP website for rebate details.
TWITTER	\$1,000–\$7,500 REBATE for #ElectricVehicles in California! Start #carshopping for these low fuel cost, high-performance cars. Visit us and purchase or lease a new #EV today.

Additional Resources

There are several different resources you can use to promote CVRP with your customers. The [Dealer Hub](#) has dealer specific promotional materials available:

- [Auto Dealers Guide to EVs](#) – Overview of EV technology, features and incentives. Great for new associates.
- [Program Overview](#) – Eligibility guidelines, FAQ
- [Collateral](#) – Incentives poster, brochures

Don't forget to sign up to receive program updates, webinar invites and additional information to help you use CVRP to sell more cars. [Submit your information to get on the list!](#)



One simple mission — DECARBONIZE.
The Center for Sustainable Energy® (CSE) is a nonprofit offering clean energy program administration and technical advisory services. With the experience and streamlined efficiency of a for-profit operation, CSE leads with the passion and heart of a nonprofit. We work nationwide with energy policymakers, regulators, public agencies, businesses and others as an expert implementation partner and trusted resource.

HEADQUARTERS

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