SAN JOSE CLEAN ENERGY

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

PARTICIPATING DEALER TOOLKIT

SAN JOSÉ CLEAN ENERGY EV INSTANT REBATES

DEALER MARKETING TOOLKIT

Thank you for participating in San José Clean Energy's (SJCE's) EV Instant Rebate program. Benefits of participating in our program:

- The program is designed to help you sell more EVs and get SJCE customers into savings.
- Our easy eligibility tool makes pre-qualification easy.
- Submitting a claim only takes five minutes.
- Participating dealers get online reimbursement within two weeks, plus, through the end of the year, dealerships will get $100 bonus for every EV sold or leased through the program.

Offer: SJCE's EV Instant Rebate gives eligible residents $4,000 off a new EV or $2,000 off a used one—discounts are applied right at the dealership.

Eligibility: Households earning under 100% of the Area Median Income (about $195,000 for four people) qualify, which is about **half of San José households**. Customers in CARE or FERA (State electricity discount programs administered by PG&E), Clean Cars for All, or DCAP are automatically eligible.

Application process: Income verification is key to this program, and the program marketing will direct customers to verify their income online before visiting the dealer and bring their income verification email or approved documentation to a participating dealer.

However, there may be some customers who do come to your dealership without pre-verification. If that is the case, it is easy to have them visit SanJoseCleanEnergy.org/ev-rebates and return to the dealership to finalize the sale. If the customer is in CARE or FERA, they can go online at the dealership to get instant approval through the program income verification portal at SanJoseCleanEnergy.org/ev-rebates.

Approved for Clean Cars for all or Driving Clean Assistance Program	**Bring your award letter to a participating dealer**	**Get your rebate right at the dealership**
Already enrolled in CARE or FERA energy bill assistance programs	**Apply online and you will qualify automatically!**	**Bring your EV Instant Rebate code to a participating dealer**
Apply online to see if you qualify	**Incomes below area average will qualify (over half of San José!)**	**Receive your EV Instant Rebate code in 1-3 business days**

Share the program messaging with your team, and on your marketing materials.

DEALER MARKETING TOOLKIT

SUGGESTED NEWSLETTER/EMAIL/WEBSITE MESSAGES

Message #1 (Customer-facing)

We can help you save on EVs!

Did you know that San José Clean Energy customers who meet income eligibility requirements can save up to $4,000 instantly when they purchase or lease a new or used EV? As a participating dealer, we can help you get into an EV for less – choose from nearly any EV below $60,000 and get an instant rebate right at the dealership. You can even combine your EV Instant Rebate with other incentives to save even more.

Qualifying is easy! Check if you qualify online – sanjosecleanenergy.org/ev-rebates – then bring your EV Instant Rebate code (or approved program award letter) to us before signing your paperwork for your EV.

No paperwork hassles. Easy eligibility. CARE/FERA, Clean Cars for All, or Driving Clean Assistance Program (DCAP) customers automatically qualify! Find out if you are eligible and more at sanjosecleanenergy.org/ev-rebates .

Message #2 (Customer-facing)

Save Thousands on an Electric Vehicle — Right at the Dealership

With SJCE's EV Instant Rebates, San José Clean Energy customers meeting income eligibility requirements can save thousands instantly when they buy or lease an electric vehicle:

- $4,000 off new EVs — purchase or lease
- $2,000 off used EVs — purchase or lease
- Savings right off the sale price

We can help eligible SJCE customers save thousands off their dream EV. Check if you qualify online at sanjosecleanenergy.org/ev-rebates and then see us to redeem your rebate.

DEALER MARKETING TOOLKIT

SUGGESTED MESSAGING FOR SOCIAL MEDIA

Sample LinkedIn Message

Looking at new car options? Consider an electric vehicle! With San José Clean Energy's EV Instant Rebates program, income-eligible customers can get:

- $4,000 off new EVs — purchase or lease
- $2,000 off used EVs — purchase or lease
- Savings right off the sale price

We can help eligible SJCE customers save thousands off their dream EV. Plus combine these rebates with other incentives to save even more. Check if you qualify online: sanjosecleanenergy.org/ev-rebates.

Option 1

Sample Facebook Message

Looking at new car options? Consider an electric vehicle! With SJCE's EV Instant Rebates program, income-eligible customers can get:

- $4,000 off new EVs — purchase or lease
- $2,000 off used EVs — purchase or lease
- Savings right off the sale price

Save thousands on your dream EV today. Check if you qualify online at sanjosecleanenergy.org/ev-rebates and then come see us

Option 2

Sample Instagram Caption

Looking at new car options? Consider an electric vehicle! With SJCE's EV Instant Rebates program, income-eligible customers can get:

- $4,000 off new EVs — purchase or lease
- $2,000 off used EVs — purchase or lease
- Savings right off the sale price

We can help eligible SJCE customers save thousands off their dream EV. Check if you qualify online at sanjosecleanenergy.org/ev-rebates and then come see us.

DEALER MARKETING TOOLKIT

Partner logos for email signatures and websites

(link to https://sanjosecleanenergy.org/ev-rebates

Website banner

(link to https://sanjosecleanenergy.org/ev-rebates)

Table Top Sign

DEALER MARKETING TOOLKIT

QR Code to SJCE EV Instant Rebates page to link to income verification information.

Sticker for Dealer Business Cards

Print yourself on Avery labels, and adhere to the back of your business card. See attached PDF print file.

Don't miss out on EV savings from San Jose Clean Energy. See if you qualify:

Resource Links

English
https://sanjosecleanenergy.org/ev-rebates/

Spanish
https://sanjosecleanenergy.org/es/ve-descuentos/

Vietnamese
https://sanjosecleanenergy.org/vi/giam-gia-ngay-lap-tuc-cho-xe-dien/

Customer Hotline English

Customer Hotline: (833) 432-2454

Goelectric@sanjosecleanenergy.org