



**Meeting will begin at 9:00 am**

**La reunión comenzará a las 9:00 am**



# **Governor's Proposed New Zero Emission Vehicle Incentive Program**

May 20, 2026

# Agenda

<b>Time</b>	<b>Session</b>
9:00 – 9:15 a.m.	Welcome, Introduction, and Overview
9:15 – 10:30 a.m.	Proposed Implementation
10:30 – 11:00 a.m.	Next Steps

Times are approximate.

# Meeting Agreements

- Be respectful to others
- Take space, make space
- Listen to understand
- Strive to follow an equitable approach and help to strategize solutions for our clean transportation incentive programs
  - ❖ Equity recognizes that advantages and barriers exist. As a result, we do not all start from the same place

# Introduction & Overview

# Governor's Proposal: Overview

---

One-time appropriation of \$200 million for the 2026-27 fiscal year.

---

Partnership between CARB and automakers to distribute incentives at the point of sale.

---

First-time buyers or lessees of new or used Zero Emission Vehicles (ZEVs)

---

Manufacturer's Suggested Retail Price (MSRP) caps from the Federal Inflation Reduction Act of 2022.

# Proposed Implementation



Partner with participating automakers to “buy-down” the sticker price.



State and automaker funds combine to double the incentive.



Rapid program launch via direct collaboration with auto manufacturers.



Grant distribution process and incentive amount.

# What We Heard During Last Workshop

- More consistent and flexible funding
- Support for rapid program launch
- Consumer and vehicle eligibility
- Make it easier to buy or lease clean vehicles and provide better loan options
- Inclusion of used ZEVs
- Interest in stacking with Clean Cars 4 All and the Driving Clean Assistance Program

# Proposal for Setting Eligibility

## Manufacturer Eligibility

- To participate, Manufacturers must:
  - Have a market-ready, eligible vehicle by September 2026
  - Confirm participation in the program with CARB by June 1, 2026

## Base Vehicle Eligibility

- Eligible ZEV types include Battery Electric Vehicles and Fuel Cell Electric Vehicles
- MY 2026 or newer ZEVs at or below:
  - MSRP of \$55,000 for passenger vehicles
  - MSRP of \$80,000 for a pickup truck, van, or SUV
- Used vehicle availability determined by OEM
  - Sale price at or below \$25,000
  - Vehicles at least two years older than the calendar year of purchase.
- Vehicle must be ordered or purchased/leased on or after the launch date of the program
- Vehicles cannot be delivered or received out of state

# Proposal for Setting Eligibility

## Incentive Amount

- Equal distribution of grant funding between OEMs
- Proposed Incentives:

Vehicle Type	State Incentive	OEM Match Incentive	Proposed Total Incentive
New ZEV	\$1750	\$1750	\$3500
Used ZEV	\$875	\$875	\$1750

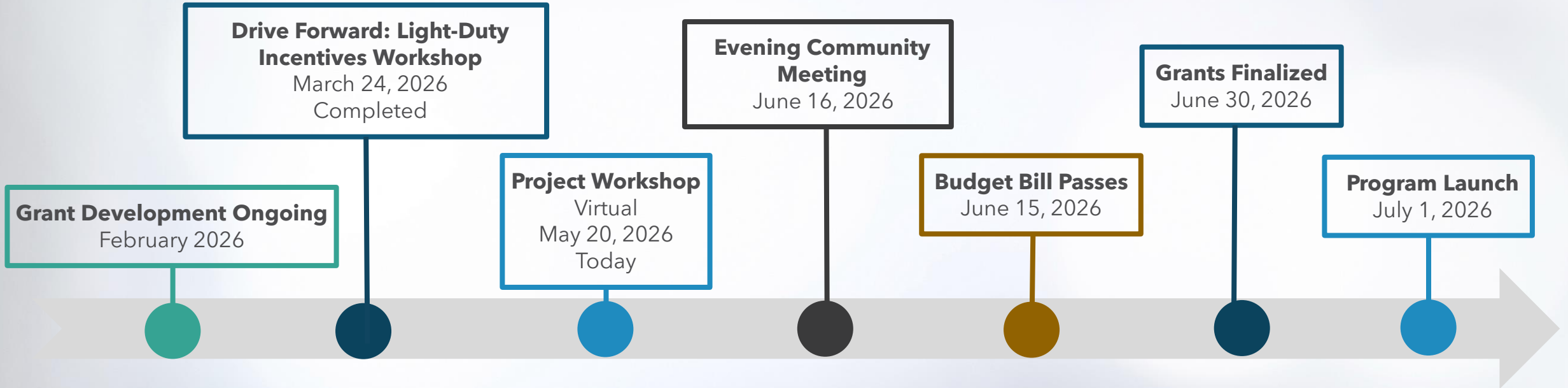
## Consumer Eligibility

- Must be California residents
- First-time ZEV buyers verified through self-attestation forms
- Eligibility determined at the individual level.

# Incentive Roll Out

- Incentives may launch once the state budget is enacted and grant agreements are finalized.
- Incentive timing varies by OEM and eligible model availability.
- Incentives remain available only while funding lasts.
- OEMs will promote active incentives and publish eligible models and trim levels.

# Program Timeline\*



# Comments, Questions, Suggestions

## Governor's New ZEV Incentive Program



Zoom: Raise hand in Zoom or dial #2 by phone



State your name & affiliation before questions or comments



Email questions to [CleanTransportationIncentives@arb.ca.gov](mailto:CleanTransportationIncentives@arb.ca.gov)