



MyFirstEV Incentive Project Workgroup

August 27, 2026

Agenda

Time*	Session
1:00 – 1:15 p.m.	Introduction, Overview, and Background
1:15 – 2:00 p.m.	Project Details & How to Access Incentives
2:00 – 2:10 p.m.	Break (if needed)
2:10 – 2:45 p.m.	Manufacturer’s Incentives Status & Progress to Date
2:45 – 3:00 p.m.	Next Steps & Conclusion

*Times are approximate.

Introduction, Overview & Background

Helps First-Time California Zero-Emission Vehicle (ZEV) Buyers/Lessees

- Helps first-time buyers or lessees that live in California
- New or used
 - Battery electric vehicle (BEV)
 - Fuel cell electric vehicle (FCEV)
- State & automaker partnership
- Automakers will match funds
- Point-of-sale incentive (\$3,500 new, \$1,750 used) at participating dealerships



Supports California's Air Quality & Climate Goals

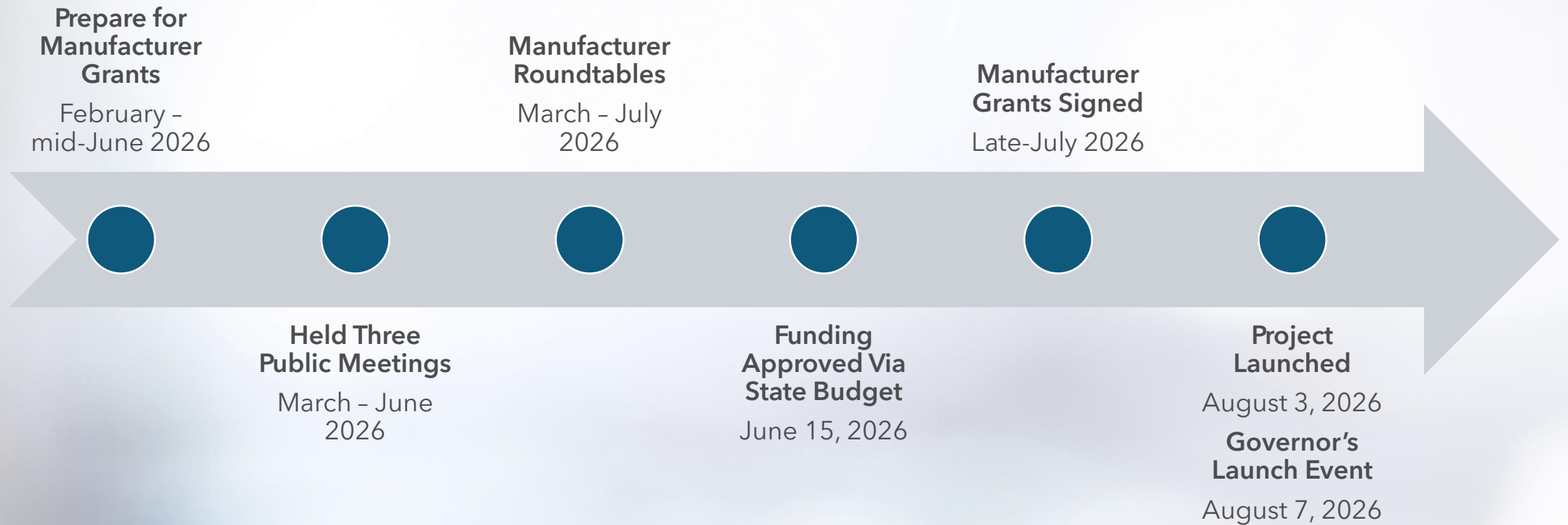
- Supports California's goals to **improve air quality** and **reduce climate change impacts** (Executive Orders [N-79-20](#) & [N-27-25](#))
- Aims to:
 - Provide more affordable ZEV options
 - Bolster auto manufacturer innovation

One-Time Funding

- **One-time appropriation: \$135.5 million**
 - Fiscal Year 2026-27 State Budget
 - **Automakers:** \$~128.7 million for vehicles
(~\$9.9 million per automaker)
 - **California Air Resources Board (CARB) administration:** 5%
(~\$6.8 million)
- Could fund ~**74,000 - 80,000 vehicles**
 - Depends whether people buy new or used



Strong Foundation Built in a Short Timeframe



Questions & Answers on Introduction, Overview & Background



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



State your name & affiliation before questions or comments



Email questions to MyFirstEV@arb.ca.gov

Project Details & How to Access Incentives

Participating Manufacturers

Ford	Mitsubishi
GM/Chevrolet	Nissan
Honda	Rivian
Hyundai/Genesis	Subaru
Kia	Tesla (closed)
Lucid	Toyota/Lexus
	Volvo

Vehicle Eligibility

Eligible Vehicles

- Light-duty cars, vans, sport utility vehicles (SUV), and pick-up trucks
- Curb weight of 8,500 pounds or less

Vehicle Condition	Model Year (MY)	Examples
New	2026 or newer	n/a
Used	At least 2 years older than calendar year	Buy car in 2026, must be at least model year (MY) 2024 or older Buy car in 2027, must be at least MY 2025 or older

Incentive Varies Based on Model Year

Incentive Amounts

Vehicle Age	State Incentive	Automaker Match	Total Incentive
New (MY 2026 or newer)	\$1,750	\$1,750	\$3,500
Used*	\$875	\$875	\$1,750

*At least two years older than calendar year (e.g., buy car in 2026, it must be at least model year 2024 or older).

Some Vehicles Have Price Limits

- **New vehicles** with base manufacturer's suggested retail price (MSRP) **\$50,000 or less**
 - i.e., MSRP of base Tesla Model Y is \$39,990
- **Used vehicles** with **price cap of \$25,000**
 - Must be certified pre-owned through manufacturer and their dealers
 - At least two years older than the calendar year

Ensure Integrity & Fair Access in ZEV Incentives

- Ensure incentives only go toward:
 - Eligible vehicles
 - First-time ZEV buyers or lessees
- We will:
 - Monitor MSRP and sales prices to curb price gouging
 - Collaborate with manufacturers if issues detected
 - Verify self-attestation forms to prevent fraud

Bolstering California ZEV Market Innovation

State Budget Bill - [Health & Safety Code Section 43215](#)

- California-headquartered ZEV manufacturers are excluded from MSRP & used vehicle sales price caps
 - Lucid
 - Rivian
- Legislature took this action to:
 - Bolster California's ZEV market innovation
 - Show commitment to support California-based companies
 - Align with California economic development goals

Incentives Stacking

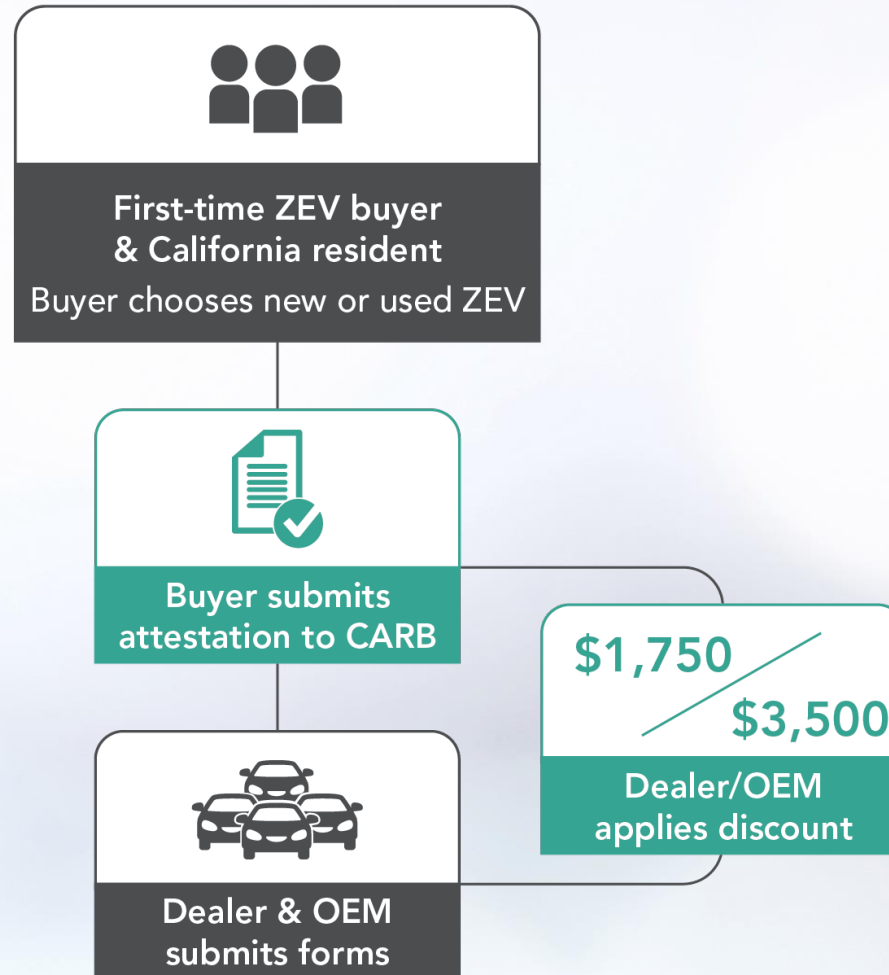
Incentive Stacking

- Combining different incentives for a larger incentive
- Must meet other project/program requirements, e.g.:
 - Income limits
 - Vehicle is part of program
- Other programs to stack with:
 - [Clean Cars 4 All](#) (CC4A)
 - [Driving Clean Assistance Program](#) (DCAP)
 - Other local & state incentives

Buyer/Lessee Eligibility Requirements

- Must be:
 - California resident, and
 - First-time ZEV buyer/lessee
- Incentive is per individual, not household
- Must submit a Self-Attestation Form that you have not previously owned or registered a ZEV
- A person is eligible if they are on the registration or title for a vehicle using the MyFirstEV incentive and have not previously been on a prior ZEV registration or title

Instant Savings when Buying Your First ZEV



Other Helpful Information

- **Income requirements:** None
- **Vehicle ownership timeframe:** None
- **If you bought a "lemon" vehicle:** Can reapply to MyFirstEV
 - [California's Lemon Law Q&A](#) & [Ley Limón de California P&R](#)
- **Only one incentive per individual**

Questions & Answers on Project Details & How to Access Incentives



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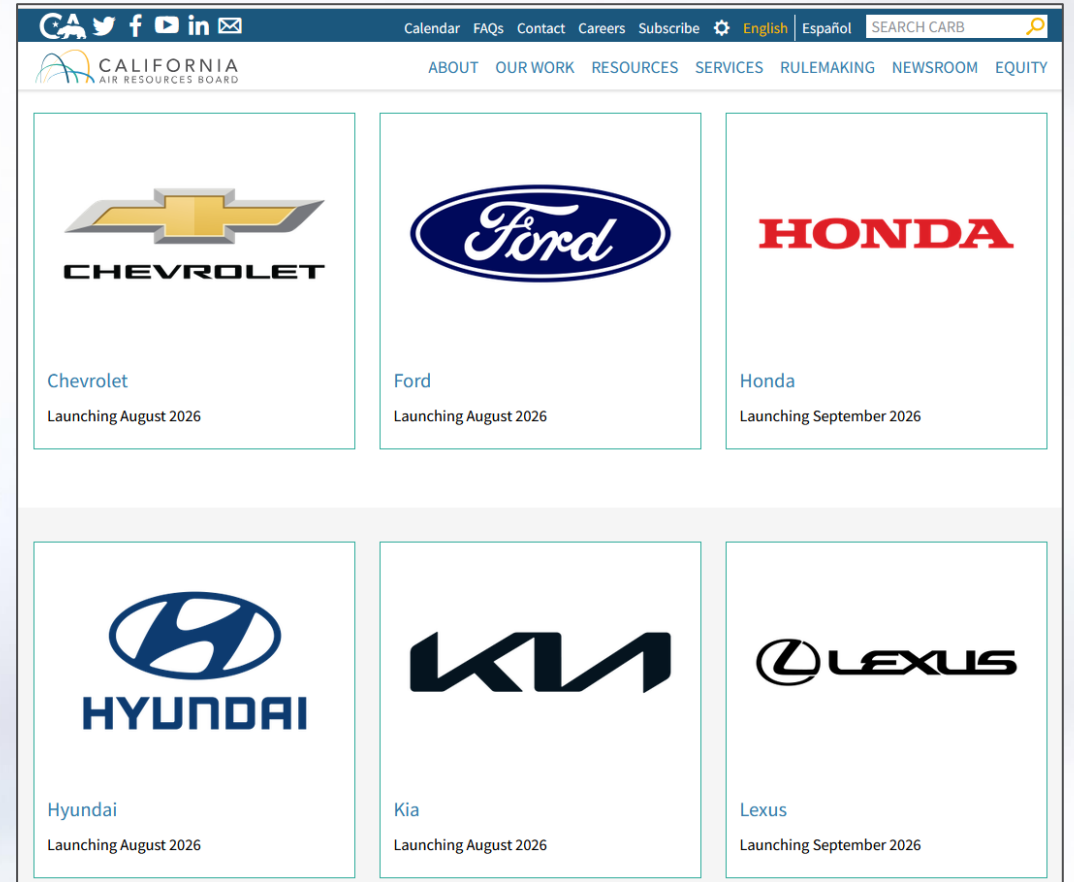
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Break (if needed)

Manufacturer's Incentives Status & Progress to Date

Manufacturer Incentives Availability Varies

- Check status of [manufacturer incentives](#)
- Status may include:
 - Available now
 - Specific launch month
 - Coming soon
 - Closed



Estimated Progress to Date

As of August 17, 2026

- Manufacturers currently offering incentives: 6
- Manufacturers that have not launched yet: 6
- Manufacturers that have closed incentive: 1
- Estimated incentives awarded: ~6,000 vehicles
- Incentive funding expended: ~\$20 Million (M)
 - CARB: ~\$10 M
 - Manufacturers: ~\$10 M

Final Questions & Answers Session



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Next Steps & Conclusion

Incentive Timing Varies by Manufacturer

**Manufacturer Incentives
Available**

September 2026



Incentives Run Out

Varies by manufacturer
& consumer demand

We Are Here to Help

- **MyFirstEV Project Lead:**
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- **Project Email:** MyFirstEV@arb.ca.gov
- **Webpage:** arb.ca.gov/myfirstev
- **ZEV Education:**
 - [Drive Clean](#) (including EV charging incentives)
 - [Veloz](#)