



Charge Up New Jersey

Overview of the FY23 Dealer Point-of-Sale Incentive Program

August 24th, 2022

Center for Sustainable Energy

Overview – Charge Up New Jersey

- The Charge Up New Jersey program is a dealership point-of-sale initiative in which the incentive is applied to the customer at the point-of-sale.
- The program does not have any association with the federal EV tax credit; you may find information on the federal EV tax credit [here](#).
- Participating Dealerships and Showrooms are responsible for determining whether and verifying that their customers and vehicles are eligible to receive an incentive and must at-least notify eligible customers of the existence of the incentive at the point-of-sale.
- Dealers may not withhold the incentive from the customer due to the dealer application for reimbursement pending approval. In the event an application is denied, dealerships and showrooms may not attempt to recuperate the value of the incentive from the customer.
- Violation of these terms and conditions will result in the removal of the dealership or showroom from the Charge Up New Jersey Program

Reservation Applications

For Ordered Vehicles Expecting Delayed Delivery

Overview – Reservation Applications

- This year's program features a different reservation process from last year, allowing dealerships and showrooms to submit applications for ordered vehicles in real-time, even if delivery is slated for several months out. Charge Up New Jersey will provide supporting documents following the presentation.
(Note: It is not a requirement to participate in this process, however, funding will not be reserved until an application is submitted.)
- Dealer representatives will need to compile the following documents to give to whomever submits applications for the dealership:
 1. Signed FY23 Terms & Conditions form (can be found on the Charge Up New Jersey [website](#))
 2. Copy of valid, unexpired NJ Driver License
 3. Document which confirms Proof of Order & Date (to upload in the place of the Purchase/Lease Agreement)
 4. FY23 Placeholder Document (to upload in lieu of Registration)

Submitting the Application

Note: for the full step-by-step process, please refer to the Ordered Cars Reference document, provided after this presentation.

- When submitting vehicle information, the dealership or showroom will use the following logic for the 17-character VIN:
 1. The first six characters will always be “CUNJ23”
 2. The next eight characters will be the date the order was placed (Ex. an order date of August 1st, 2022 would be “08012022”)
 3. The last three characters will be the first three letters of the applicant’s last name

Example: if applicant “Greg Simone” ordered their vehicle on August 1st, 2022, the VIN would be: **CUNJ2308012022SIM**

Submitting the Application (cont.)

Make & Model

- For ordered vehicles, the Make of the vehicle will be “ORDERED” in the drop-down menu
- The Model will be the dollar amount of the incentive in the drop-down menu
- The Date of Purchase or Lease will be the date the vehicle was ordered

***VIN**

CUNJ2308052022WIN

***Make**

ORDERED



***Model**

\$4,000



***Year**

2022



***Purchased or Leased?**

Purchased



***Date of Purchase**


08/05/2022



Submitting the Application

Duplicate VIN Errors

In the event you receive the following message:

 An application has already been submitted for this VIN. Please contact Charge Up New Jersey staff at 877-426-2474 for further assistance.

This error appears when submitting applications for applicants with common last names in which a previous order was placed on the same day.

You may use another VIN based on the ascending numerical method below:

“CUNJ23[Date][First two letters of last name + 1-9]”

Example: Susan Simone, ordered on August 1st, 2022: **CUNJ2308012022SI1**
Chris Sims, ordered on August 1st, 2022: **CUNJ2308012022SI2**, etc.

Submitting the Application

- Dealers have within 14 days after the order is placed to submit an application to reserve funding.
- Upon delivery of the ordered vehicle, dealers are to submit the following documents to fulfill the application:
 - Purchase/Lease Agreement (Fully Signed)
 - Proof of Registration
- Dealers have within 14 days after the vehicle is delivered to submit these final documents.
- In the event an application is missing sufficient information, dealerships and showrooms will be given 14 days from the incomplete notice to resubmit all required documents. There will not be an additional 14 days granted upon a second incompleteness notice.

MSRP & Dealer Mark-Ups

MSRP

- Per the Charge Up New Jersey program's Terms and Conditions, "the MSRP cap **will include** all line items on the purchase or lease agreement which relate to the value of the vehicle itself (including but not limited to battery upgrades, autonomous upgrades, wheel and tire packages, audio and infotainment system).
- The MSRP cap will **not include** maintenance or vehicle care packages, additional vehicles accessories (ex: first aid kits, floor mats, cargo nets, etc.), destination and delivery charges, tax, registration fees, title fees, and documentation fees, as these line items do not relate to the value of the vehicle itself, but rather to logistics, care, and maintenance of the vehicle."

MSRP – Dealer Mark-Ups

- In order to ensure consumer confidence in the program and prevent price gouging, dealers must provide fair and transparent pricing details. Price mark-ups that diminish the value of the State's incentive for the consumer are prohibited. Dealers may not include mark-ups or market price adjustments for which there is no specific line item or additional underlying value.
- Charge Up New Jersey may therefore deny any incentive reimbursement application when the total pre-incentive price paid by the customer exceeds the manufacturer's suggested retail price ("MSRP") without justification.
- If a vehicle is marked-up due to limited inventory, additional clarification shall be provided by the dealership in the form of an email, or as a written item on the Terms and Conditions form, and must include the following:
 - **MSRP of the vehicle**
 - **Dollar value of the mark-up**
 - **Explanation of the mark-up, and proof that the mark-up is universal to non-EVs as well**

FAQs

- **How are new vehicles added to the eligibility list?**
 - Newly available EV models will be considered for the program. Manufacturers must fill out an OEM Vehicle Submission Form and email it to EV.Programs@bpu.nj.gov
- **How long does it take for my dealership to receive reimbursement?**
 - Dealerships and showrooms can expect payment within 30 days after application approval. Please note that delays may occur. Please make sure your ACH information is up to date.
- **How do I edit employee account information in the dealer portal?**
 - Please refer to the CUNJ FY23 Dealership Update SoP, provided after this presentation.