

Talking points

Helping New Jersey residents take advantage of the many cost-saving and environmental benefits of driving electric.

Charge Up New Jersey is designed to break down the cost barriers to electric vehicles (EVs) by offering significant incentives for new, eligible EVs at the point of sale – *just like cash on the hood*.

We hope the following information helps you better understand the point-of-sale incentive program and how to talk about it with your customers or constituents.

Further information

Program details are available online at chargeup.njcleanenergy.com

Program eligibility

Who is eligible?

- Any resident who buys or leases a new, eligible EV from a dealership or showroom in the State of New Jersey and registers it in the state is eligible.
- The incentives are for individuals only, not businesses or public entities.
- The only residency exception is for active duty military stationed in New Jersey with permanent residency elsewhere.

What vehicles are eligible?

- A variety of battery electric and plug-in hybrid electric vehicles are eligible. A full list is online at chargeup.njcleanenergy.com/eligible-vehicles.
- The final manufacturer's suggested retail price (MSRP) of the vehicle must be less than \$55,000, excluding destination or delivery fees.

Program details

What is the incentive amount?

- Incentives are determined by the all-electric range of the vehicle as rated by the U.S. Environmental Protection Agency (EPA) at fuelconomy.gov.
- The amount is \$25 for each mile of EPA-rated all-electric range, up to a maximum of \$5,000 for vehicles with a MSRP under \$45,000, or up to \$2,000 for vehicles with a MSRP between \$45,000 and \$55,000.
- Electric vehicles with 200 miles or more of EPA-rated all-electric range will receive the full amount, depending on vehicle MSRP.

How does it work?

- The dealership applies for the incentive on behalf of the customer at the point of sale in a New Jersey showroom, or upon vehicle delivery.

- The applicant must provide proof of residency within the state via a valid New Jersey driver license, or if the applicant is an active duty military member stationed in NJ, current military orders.
- A salesperson or dealership representative will submit the incentive application and all required documentation on behalf of the applicant.
- The incentive amount is applied as a deduction off the vehicle's cost and must be itemized as a line item on the official purchase or lease contract.

Are there other obligations?

Residency

- Incentive recipients must remain New Jersey residents for at least two years after the purchase or lease and maintain active vehicle registration with the New Jersey Motor Vehicle Commission.

Leasing

- Incentive recipients must retain ownership of a leased vehicle for a minimum of 36 months; a minimum of 36 months lease term must be displayed on the original lease agreement.

Incentive examples

Plug-in hybrid electric vehicle (PHEV)

Electric and standard engine
28 miles of all-electric range
28 miles x \$25 = \$700 incentive

Battery electric vehicle (BEV)

Uses only electricity
170 miles of all-electric range
170 miles x \$25 = \$4,250 incentive

Which EV is the right choice?

- PHEVs offer electric driving and the option of gas to travel further without charging.
- BEVs offer zero tailpipe emissions, lower fueling costs, and far less maintenance.

Complete program details at
chargeup.njcleanenergy.com