



Plug-In NB Electric Vehicle Rebates

PROGRAM GUIDELINES FOR AUTOMOTIVE DEALERSHIPS

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Énergie NB Power
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Program Introduction

These guidelines are for new and used electric vehicle dealerships to help you implement the new Plug-In NB Rebate Program. The goal of the program is to accelerate electric vehicle uptake in New Brunswick by providing consumers with convenient and fast rebates on eligible battery electric vehicles (BEVs) and plugin hybrid electric vehicles (PHEVs). The Province of New Brunswick has a goal to have 20,000 electric vehicles on the road by 2030.

How does the program work?

To ease administration and simplify program messaging, the Plug-In NB Rebate Program is largely modelled on the federal [iZEV program](#), with some key exceptions (detailed below).

The key similarities between the provincial and the federal program are as follows:

- New Brunswick is matching Transport Canada's [list of eligible new vehicles](#) for the federal iZEV program
 - E.g., a battery electric vehicle (BEV) that is eligible for the \$5,000 federal iZEV incentive is also eligible for a provincial rebate of \$5,000. These rebates can be stacked, so the consumer gets a total of \$10,000.
- Both battery electric vehicles (BEVs) and Plug-in Hybrid Electric Vehicles (PHEVs) are eligible for rebates.
- New Plug-in Hybrid Electric Vehicles (PHEVs) with an electric range of 50 km or more are considered "long-range" in the iZEV program and are recognized as the same in New Brunswick and qualify for a rebate of \$5,000.
- New Plug-in Hybrid Electric Vehicles (PHEVs) with an electric-only range of less than 50 km, are considered "short-range" in the iZEV program and are recognized as the same in New Brunswick and qualify for a rebate of \$2,500.
- The New Brunswick rebate will be applied after taxes and fees.
- From October 25, 2021 rebates for eligible vehicles may be applied at point-of-sale (POS) at dealerships discretion. Dealerships will be reimbursed upon providing the required documentation to the Program Administrator.
 - For dealerships that do not offer POS rebates, consumers can apply directly to NB Power to be reimbursed.
- Rebates are applicable to both purchases and leases of new vehicles. The rebate amount will be prorated over the length of the lease. See Leased Vehicles for more information.
- Consumers are limited to one (1) new vehicle rebate per 12-month period. Note: if two or more individuals want to be listed on the Bill of Sale or Lease Agreement, one of them must elect to be the person who receives the rebate.

Program Guidelines for Automotive Dealerships: Plug-In NB Electric Vehicle Rebates

- Vehicle rebates are available to organizations as well as individual consumers. For example, municipalities, non-profit organizations, businesses, and First Nations qualify for rebates.
- Organizations can access rebates for up to 10 new vehicles per 12-month period.

These are the key differences from the federal iZEV program:

- The Plug-In NB Electric Vehicle Rebate Program also provides rebates for the purchase of eligible used BEVs and PHEVs. Individuals are eligible for one used vehicle rebate per 12-month period and organizations are eligible for 10 used vehicle rebates per 12-month period. See Used Vehicles for more information on vehicle eligibility.
- Plug-In NB Rebates are only available to New Brunswickers who purchase or lease a qualifying electric vehicle from a licensed New Brunswick Dealership.
- The Province is implementing an exemption that would enable individuals to receive more than one rebate in a calendar year in instances of vehicle write-offs, manufacturer buybacks, and other cases the program staff deems it reasonable. Please contact us at pluginbranche@nbpower.com in these situations for more information and guidance on how to proceed.
- The Plug-In NB Program also offers rebates on Level 2 home charging stations for those who purchase or lease a vehicle eligible for a rebate through the program. [See list of Eligible Chargers on our website.](#)

Program timing

The Plug-In NB Electric Vehicle Rebate Program launched on July 8, 2021. Rebates were announced by Minister Holland, Minister Crossman and NB Power President, Keith Cronkhite. Any leases or purchase agreements executed on or after that day are eligible to receive a rebate.

The program is planned for 3 years, subject to annual allocations of funding from the Climate Change Fund. The Plug-In NB Rebate will terminate on March 31, 2025 at which time it will be re-evaluated and may be extended. The rebate amounts will be re-evaluated for the final year of the program.

For each of the fiscal years ending in March, rebates will remain available until the budget allocated for the Plug-In NB rebate program is completely exhausted or until the Government of New Brunswick decides to terminate it, with or without notice. Rebates will be provided on a first-come, first-serve basis for eligible electric vehicles acquired on or after July 8, 2021 until the yearly rebate budget has been depleted. Because it's a first-come, first-serve program dealers should apply for rebate reimbursement within 30 days of the sale of the vehicle.

Eligible vehicles

New Vehicles

The rebate for new electric vehicles will apply to the same makes and models as in the federal iZEV program. Specifically, the rebate will apply to:

1. Passenger vehicles, where the base model trim MSRP is less than \$55,000.
 - Higher priced trims of these vehicles, up to a maximum MSRP of \$65,000 will also be eligible for a rebate; and
2. Trucks, vans, sport utility vehicles (SUVs), and station wagons vehicles where the base model trim is less than \$60,000.
 - Higher priced trims of these vehicles, up to maximum MSRP of \$70,000 will also be eligible for a rebate.

As in the federal program, qualifying demonstrator vehicles with less than 10,000 km will be eligible for a new EV rebate.

- They are sold by a New Brunswick licensed dealer.
- NB Power will track the VINs for all EVs that receive a new or used rebate to verify whether the EV has previously had the EV rebate applied.

Please see the [list of eligible vehicles](#) available from the iZEV program.

Important: Transport Canada adjusts this list from time to time and reserves the right to take models off the list at any time. Any changes to the list from Transport Canada will be effective in New Brunswick immediately upon publication of the changes by Transport Canada.

All vehicles must also:

1. Meet all federal and provincial motor vehicle safety standards.
2. Be intended for use on public streets, roads, and highways; and
3. Have at least four (4) functioning wheels and be highway capable (e.g., not a low-speed vehicle).

Note: electric motorcycles, scooters, e-bikes and off-road vehicles are not eligible for rebates.

Used Vehicles

The used electric vehicle rebate will apply to any year, make or model of Battery Electric Vehicle (BEV) or Plug-in Hybrid Electric Vehicle (PHEV) provided they meet the following criteria:

- It must be sold by a licensed dealer (i.e., not a private sale) located in New Brunswick
- It must not have had the used vehicle rebate previously applied (i.e., only one used vehicle rebate is available per vehicle).

- Used EVs that have previously had the new vehicle rebate applied can receive the used EV rebate, but this is the lifetime maximum per vehicle (i.e., one new vehicle rebate and one used vehicle rebate). Only one new EV rebate and one used EV rebate per VIN. Applications for rebates on the same VIN need to be at least 12 months apart.
 - NB Power will track the vehicle identification number (VIN) for all EVs that receive a new or used rebate to verify whether the EV has previously had the used EV rebate applied.
 - Used vehicles that have had new vehicle rebates applied by other jurisdictions are eligible to receive the used EV rebate.
- The retail price for the used vehicle must be between \$10,000 and \$60,000 for Battery Electric Vehicles (BEV), and between \$10,000 and \$50,000 for Plug-in Hybrid Electric Vehicles (PHEVs), regardless of their original MSRPs.
 - This means that vehicles that would have been ineligible for a new vehicle rebate by virtue of their MSRP can be eligible for a used vehicle rebate.
 - Battery Electric Vehicles (BEVs) have been evaluated to have the residual capacity of the battery with respect to its initial capacity (also known as a battery's State of Health report).
 - This information must be disclosed to the consumer in writing on the Bill of Sale prior to the sale being finalized. If this is not possible, the dealership will need to provide an [Acknowledgement of Battery Capacity Disclosure Form](#) along with the request for reimbursement. This is a measure intended to protect the consumer by ensuring that they are aware of the range they can reasonably expect. There is no threshold set for what an acceptable battery capacity is; it is up to the consumer to decide what works for them.

All vehicles must also:

1. Meet the federal and provincial motor vehicle safety standards;
2. Be intended for use on public streets, road, and highways; and
3. Have at least four (4) functioning wheels and be highway capable (e.g., not a low-speed vehicle).

Battery Capacity Testing

Battery capacity testing requires more than simply reflecting the state of charge (SOC) displayed on the vehicle's dash. This will always show 100% when the vehicle is fully charged. However, different models display their SOC in different ways and a reading of 100% will likely display different kilometer ranges depending on factors such as ambient temperature and how the vehicle has been driven lately (e.g., efficiency versus normal modes).

A vehicle's battery will naturally degrade over time, typically on the order of a few percentage points per year (see, e.g., the Geotab Battery Degradation Tool for an example of typical degradation rates). However, some vehicles may have defects or issues that result in a faster-than-expected loss that would not be reflected by the SOC reading. The state of health (SOH) of a battery measures its actual energy storage capacity, generally as a percentage of existing charge capacity or as a range in kms, and this is the measurement that must be disclosed to the consumer.

A battery's SOH can be measured using Onboard Diagnostics II (OBD2) technology, such as the EV Black Box, Geotab, OVMS, and other similar products. For further guidance on which diagnostics tool to use with which brand of EV and brand specific procedures to get the EV's SOH, please contact the OEM of that vehicle for known best practices.

Rebate amounts (applied after taxes and fees)

Vehicle Type	Seating Capacity	New Vehicles		Used Vehicles	
		MSRP (New Vehicles)	Rebate Amount	Retail Price (Used Vehicles)	Rebate Amount
BEV	Base models of passenger vehicles	Less than \$55,000 for base model, up to a maximum of \$65,000 for higher-priced trims	\$5,000	\$10,000 to \$60,000	\$2,500
	Base models of trucks, vans, sport utility vehicles (SUVs), and station wagons	Less than \$60,000 for base model, up to a maximum of \$70,000 for higher-priced trims	\$5,000	\$10,000 to \$60,000	\$2,500
PHEV, long-range	Base models of passenger vehicles	Less than \$55,000 for base model, up to a maximum of \$65,000 for higher-priced trims	\$5,000	\$10,000 to \$50,000	\$1,000
	Base models of trucks, vans, sport utility vehicles (SUVs), and station wagons	Less than \$60,000 for base model, up to a maximum of \$70,000 for higher-priced trims	\$5,000	\$10,000 to \$50,000	\$1,000
PHEV, short-range	Base models of passenger vehicles	Less than \$55,000 for base model, up to a maximum of \$65,000 for higher-priced trims	\$2,500	\$10,000 to \$50,000	\$1,000
	Base models of trucks, vans, sport utility vehicles (SUVs), and station wagons	Less than \$60,000 for base model, up to a maximum of \$70,000 for higher-priced trims	\$2,500	\$10,000 to \$50,000	\$1,000

Leased vehicles

The rebate can be applied to eligible new vehicles leased for a minimum of one year but will be prorated based on the length of the lease. For example, a 48-month lease is eligible for the full rebate amount for the eligible vehicle in question and a 24-month lease will be eligible for half of the rebate for that vehicle.

Length of Lease	BEVs and Long- Range PHEVs	Short-Range PHEVs
48 months	\$5,000	\$2,500
36 months	\$3,750	\$1,875
24 months	\$2,500	\$1,250
12 months	\$1,250	\$625

Important: The Government of New Brunswick is requiring that lessors retain their vehicle for a minimum of 12 months, or they will have to repay a prorated portion of the rebate.

Applying the rebate

Point of Sale Rebates by Retailers

Dealerships that intend to provide vehicle rebates at the Point of Sale must register to be part of the Plug-In NB Program. Registration can be completed on the Plug in NB Website [here](#). Also, see below “Getting Reimbursed”.

If a dealership chooses not to apply rebates at Point of Sale, they can direct consumers to seek the rebate from the Plug-In NB Electric Vehicle Program [here](#).

Dealerships that do apply POS rebates must follow this process:

1. Verify eligibility

- a. Verify that the new BEV/PHEV purchase or lease meets the eligibility criteria and falls within the parameters of the program.
- b. Verify the eligibility of the purchaser by confirming they are one of the following:
 - Resident of New Brunswick
 - Authorized representative of a New Brunswick Municipality, First Nation, business or organization.

2. Apply the rebate

Verify the rebate level for the purchase or lease and apply it to the price of the vehicle after taxes and fees.

3. Document the rebate

There are two ways to document the application of the rebate (proof of this fact is required for reimbursement by NB Power):

- a. Ensure that the purchase receipt, bill of sale or invoice clearly identifies the provincial rebate amount applied. We suggest adding a line item with the appropriate rebate amount (on the same line) stating: “Plug-In NB Rebate Program”

- b. If it is not possible to adjust the sales documentation to show that the Plug-In NB rebate was applied, retailers must ensure consumers complete and sign the [Consumer Consent Rebate Received Form](#) for individuals or organizations.

4. Get the consumer's consent to share their information with the Program Administrator

Having consumers complete the [Consumer Consent Rebate Received Form](#) is required in order to share the protected information in the sales documentation with us as a third party. Without this form, we cannot process your rebate reimbursement claim.

Getting reimbursed

1. Register your business

Have an authorized representative register your business with the Program Administrator by going to the [registration page](#) and submitting your information. This only needs to be done once and will enable payment through direct deposit.

2. Submit a claim

Your authorized representative will submit the completed sale information to the Program Administrator using the following process:

- a. Complete the [Application Form](#) for each product that is rebated. You will need to enter the consumer's first and last name, address, as well as information on the year, make, model, trim, type (BEV, LR-PHEV or SR-PHEV) and VIN of the vehicle.
- b. Upload the required documents:
 - i. Signed Bill of Sale or Lease Agreement showing rebate amount applied (required)
 - ii. Signed [Consumer Consent Rebate Received Form](#) for Individuals or Organizations (required)
 - iii. Copy of signed Certificate of Registration (required)

For privacy reasons, in the supporting documentation, please redact or do not include credit card or other payment information.

3. Claim payment

Payments will be made by direct deposit to retailers in a maximum 30 days from submission of complete documents. Incomplete applications or those with errors will take longer to process.

Contact us

If you have any questions or suggestions, please feel free to contact us at:

pluginbranche@nbpower.com

1-800-663-6272