



# MOR-EV

Massachusetts Offers Rebates  
for Electric Vehicles

## MOR-EV Program Update

### Massachusetts ZEV Commission Meeting

August 31, 2015





# MOR-EV

Massachusetts Offers Rebates  
for Electric Vehicles

- Funding Status
- Program Statistics
- Rebate Distribution
- GHG Reductions
- Survey Analysis
- Outreach Strategy
- Program Participation







# MOR-EV

Massachusetts Offers Rebates  
for Electric Vehicles

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## MOR-EV IS A MASSACHUSETTS PROGRAM THAT ISSUES REBATES TO ELECTRIC VEHICLE DRIVERS

Purchase or lease an eligible electric vehicle and apply for your rebate today!



### APPLY FOR A REBATE



Apply for incentives of up to \$2,500 for the purchase or lease of new electric vehicles, including battery electric, plug-in hybrid electric and fuel cell electric vehicles.

### AVAILABLE FUNDING



Track reserved and available funding amounts. \$1.86M is available for the initial program year to increase the number of electric vehicles on the road.

### PROGRAM STATISTICS



Find information on distribution of rebates over time and across the state, including specific vehicle category and manufacturer information.

### FREQUENTLY ASKED QUESTIONS



Need a question answered? Check the FAQ page for more information on the application process, program eligibility and other program details.

[www.mor-ev.org](http://www.mor-ev.org)



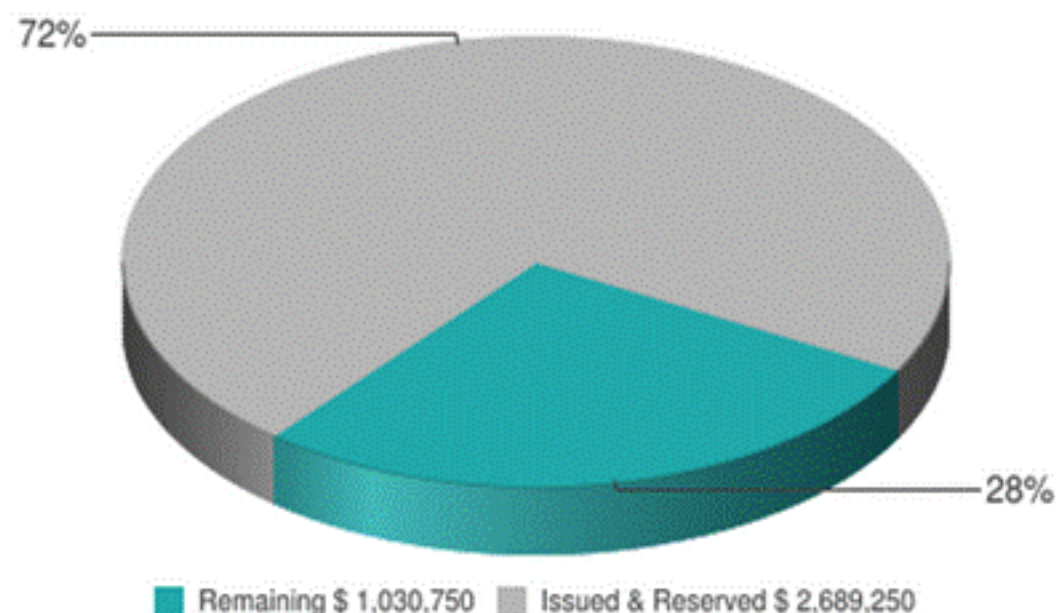
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## Funding

### MOR-EV Funds (June 2014-Present)

|                    |             |
|--------------------|-------------|
| Rebates Issued     | \$2,177,000 |
| Currently Reserved | \$512,250   |
| Remaining Funds    | \$1,030,750 |



- An additional \$1.86 million in rebate funding was added in April 2015
- Funding is expected to be depleted by February 2016 at current reservation rates





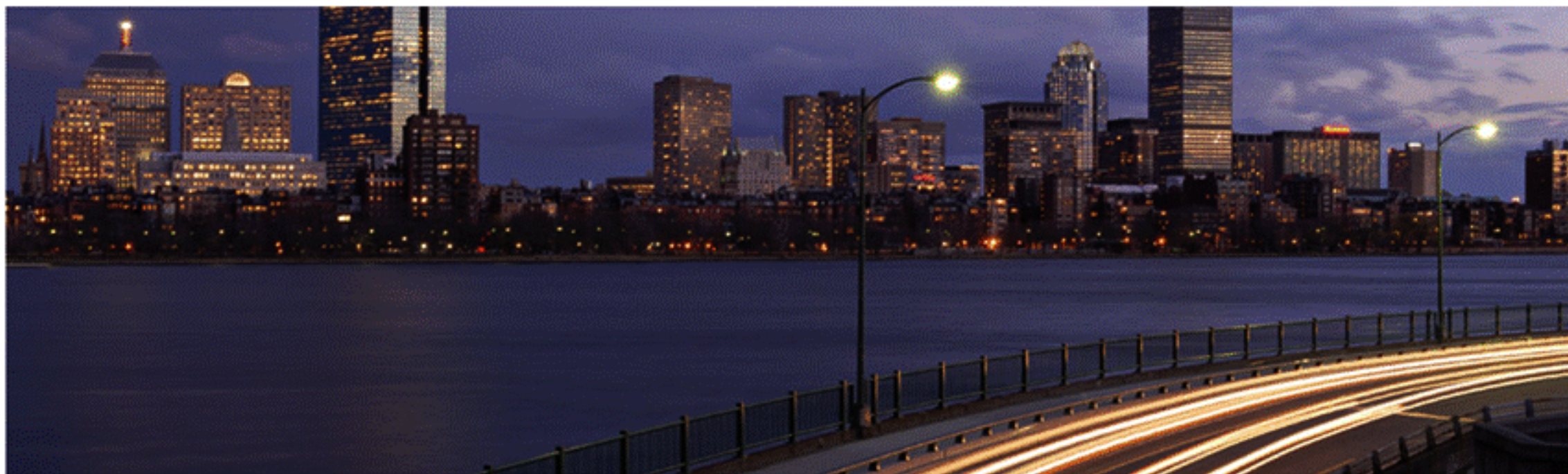
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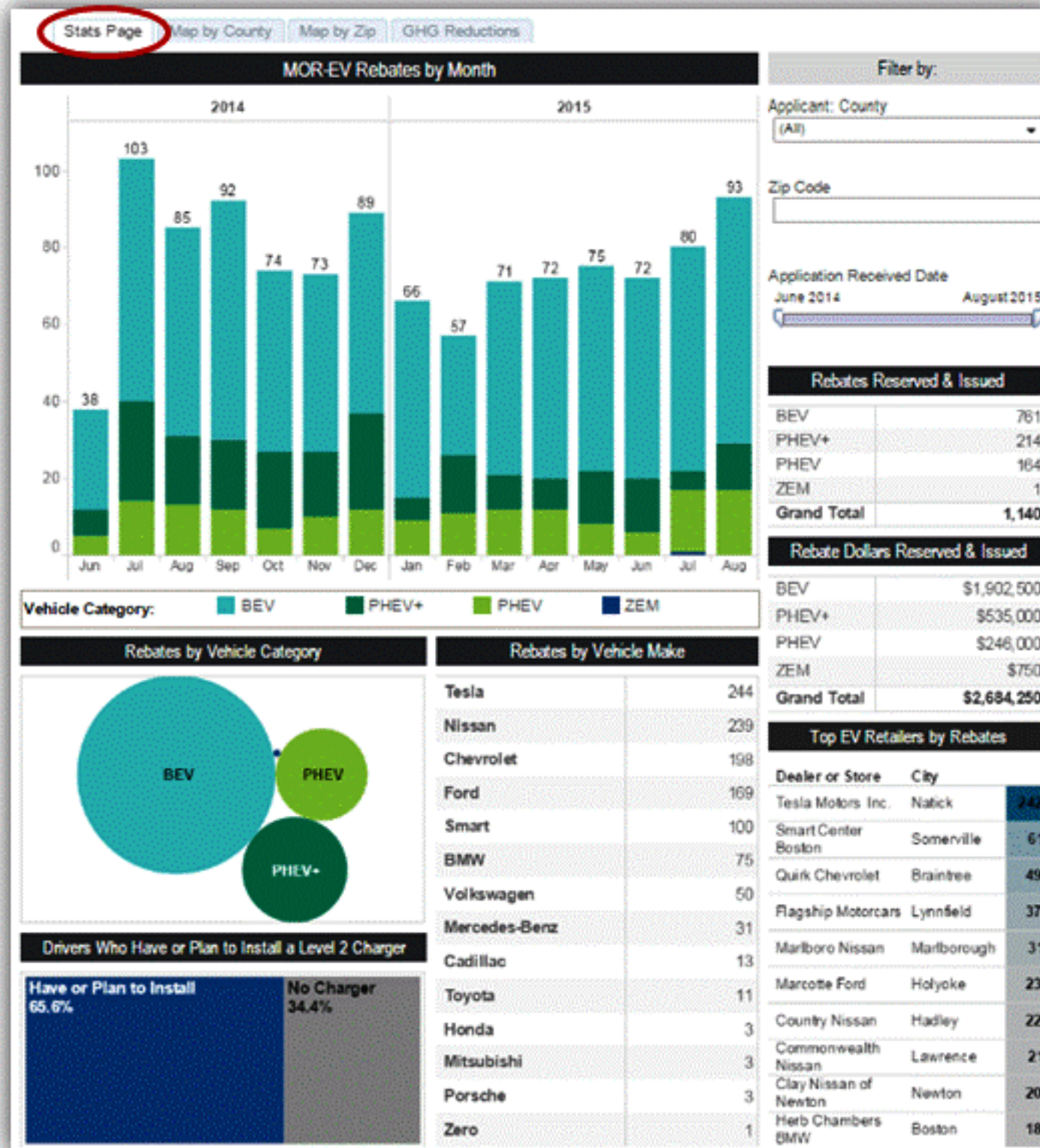


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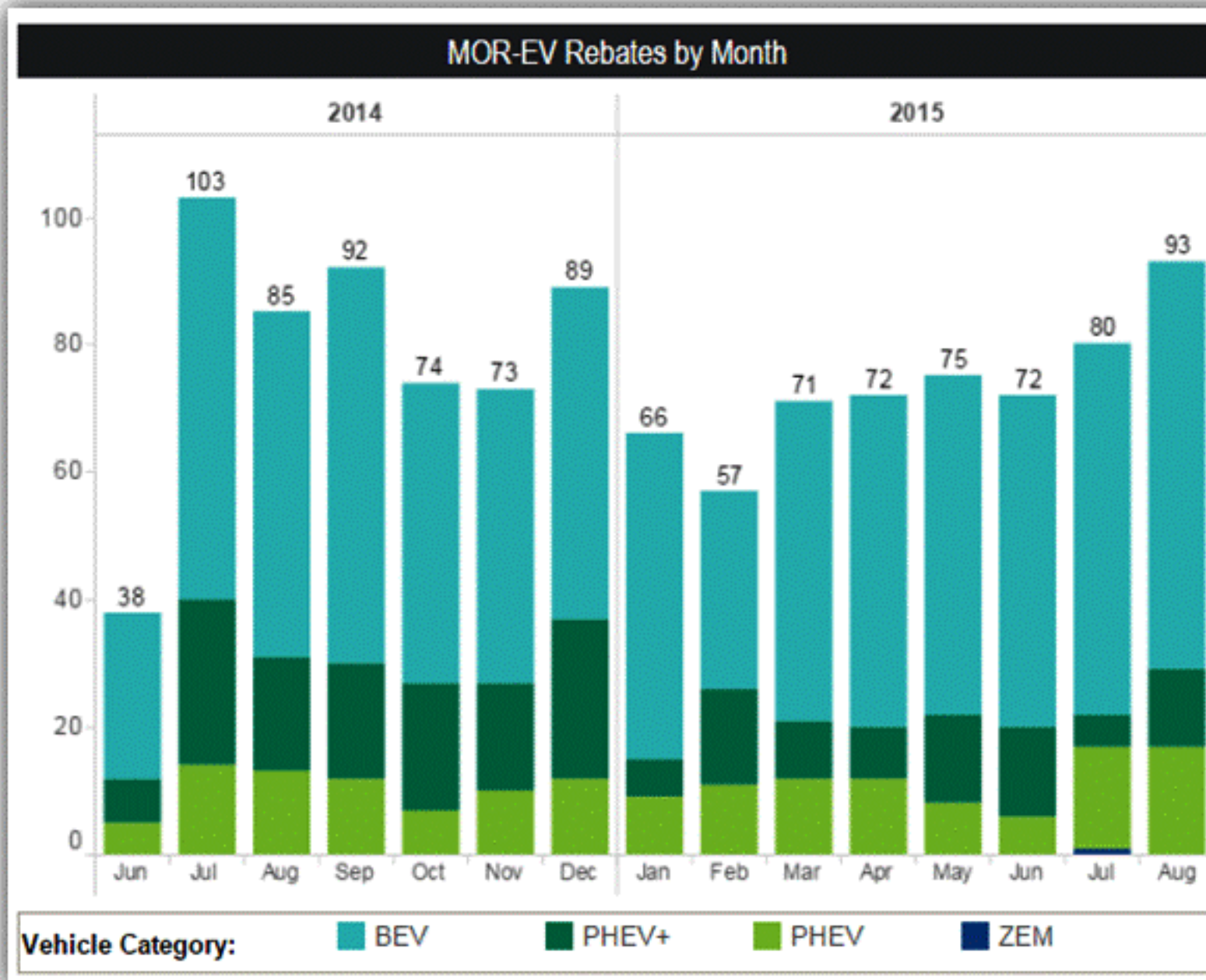


# Program Statistics





# Program Statistics



| Rebates Reserved & Issued |  |              |
|---------------------------|--|--------------|
| BEV                       |  | 761          |
| PHEV+                     |  | 214          |
| PHEV                      |  | 164          |
| ZEM                       |  | 1            |
| <b>Grand Total</b>        |  | <b>1,140</b> |

| Rebate Dollars Reserved & Issued |  |                    |
|----------------------------------|--|--------------------|
| BEV                              |  | \$1,902,500        |
| PHEV+                            |  | \$535,000          |
| PHEV                             |  | \$246,000          |
| ZEM                              |  | \$750              |
| <b>Grand Total</b>               |  | <b>\$2,684,250</b> |

| Top EV Retailers by Rebates |             |     |
|-----------------------------|-------------|-----|
| Dealer or Store             | City        |     |
| Tesla Motors Inc.           | Natick      | 242 |
| Smart Center Boston         | Somerville  | 61  |
| Quirk Chevrolet             | Braintree   | 49  |
| Flagship Motorcars          | Lynnfield   | 37  |
| Marlboro Nissan             | Marlborough | 31  |
| Marcotte Ford               | Holyoke     | 23  |
| Country Nissan              | Hadley      | 22  |
| Commonwealth Nissan         | Lawrence    | 21  |
| Clay Nissan of Newton       | Newton      | 20  |
| Herb Chambers BMW           | Boston      | 18  |

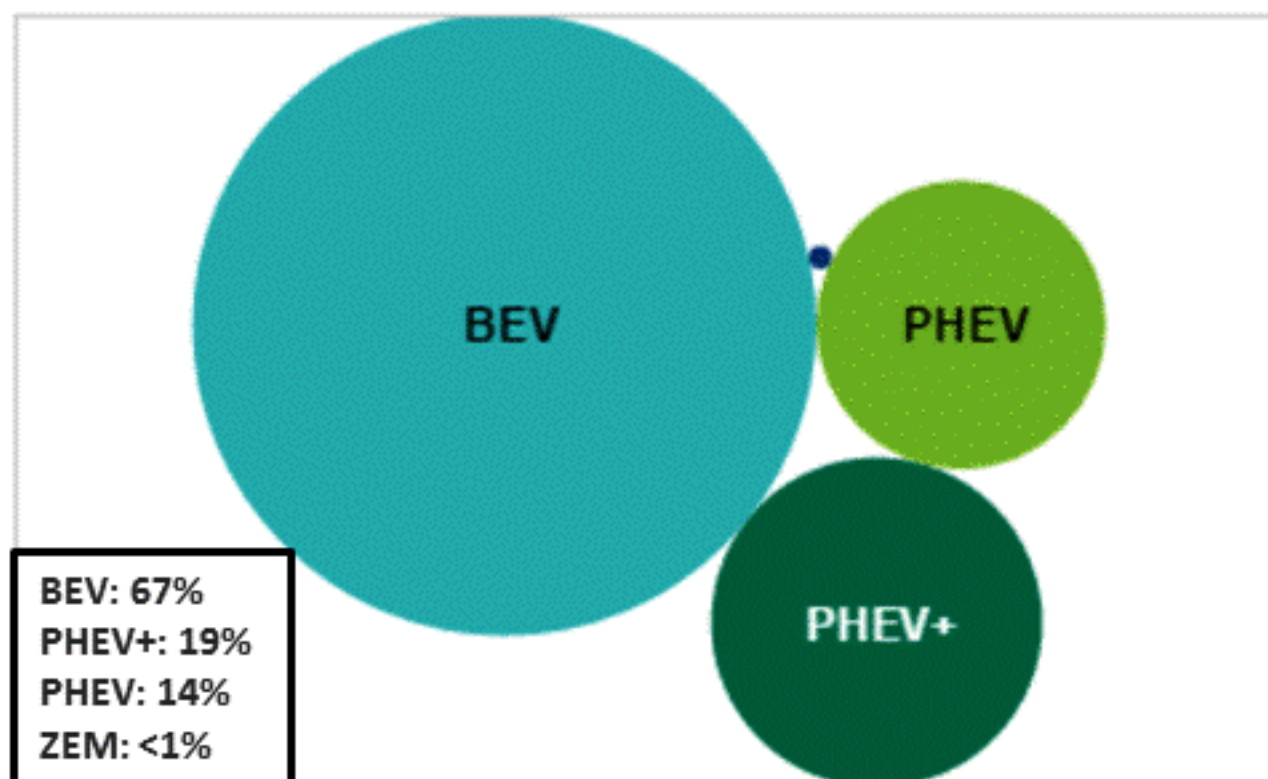


# Program Statistics

## Rebates by Vehicle Make

|               |     |
|---------------|-----|
| Tesla         | 244 |
| Nissan        | 239 |
| Chevrolet     | 198 |
| Ford          | 169 |
| Smart         | 100 |
| BMW           | 75  |
| Volkswagen    | 50  |
| Mercedes-Benz | 31  |
| Cadillac      | 13  |
| Toyota        | 11  |
| Honda         | 3   |
| Mitsubishi    | 3   |
| Porsche       | 3   |
| Zero          | 1   |

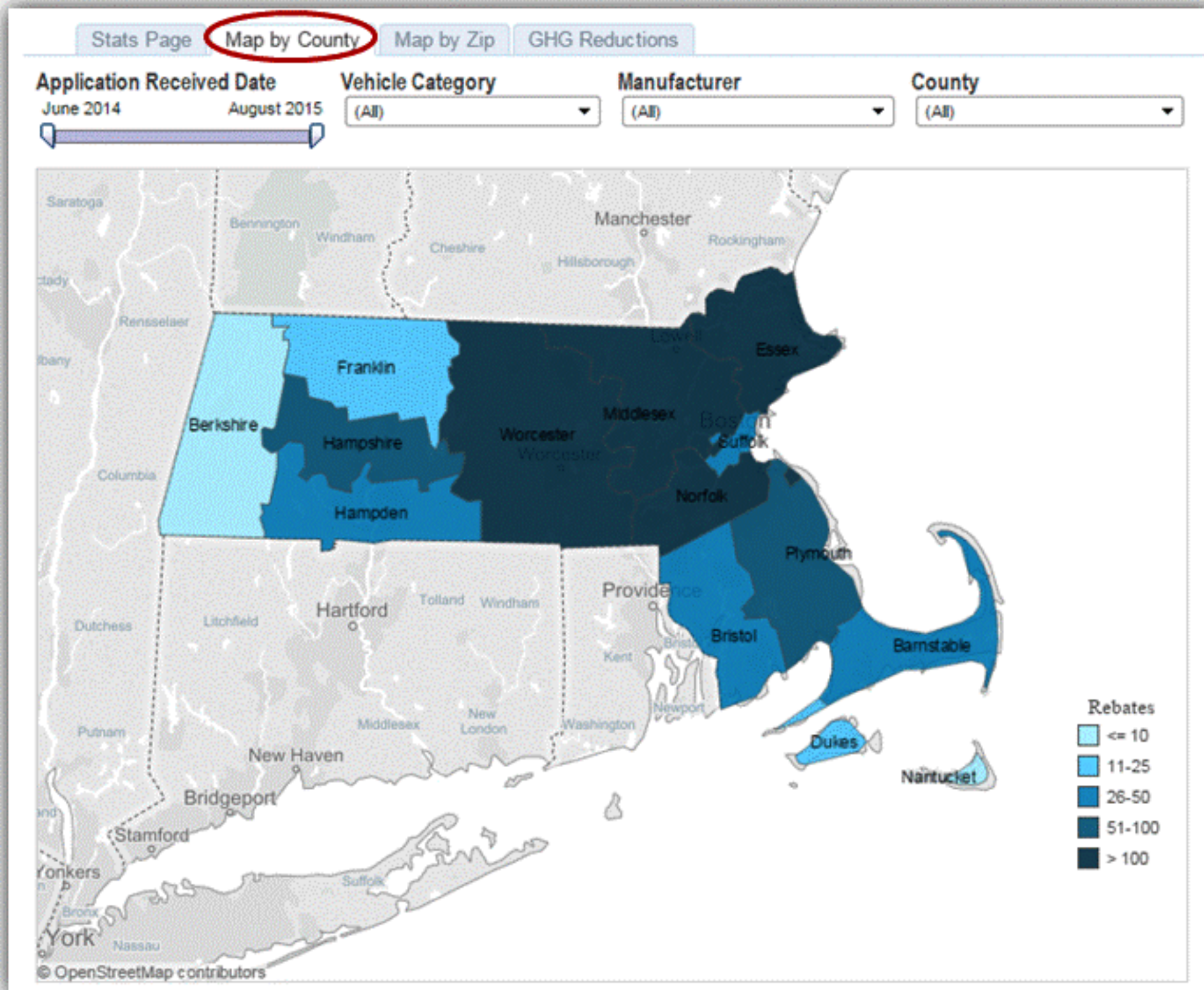
## Rebates by Vehicle Category



| Vehicle Types | Definition  |
|---------------|---|
| BEV           | Battery Electric Vehicle                                      |
| PHEV+         | Plug-in Hybrid Electric Vehicle with battery capacity > 10kWh |
| PHEV          | Plug-in Hybrid Electric Vehicle with battery capacity < 10kWh |
| ZEM           | Zero Emission Motorcycle                                      |

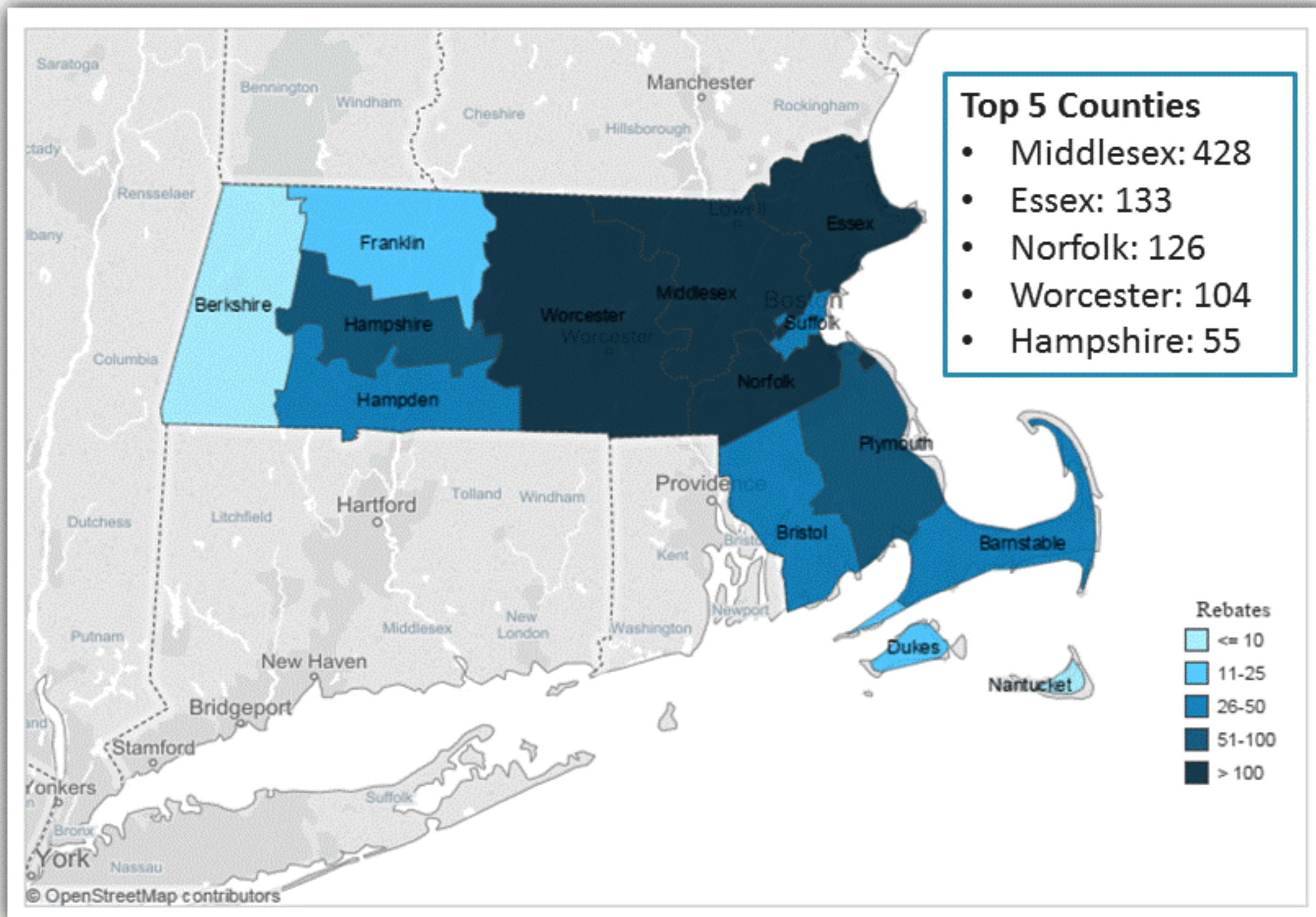


# Rebate Distribution Map by County



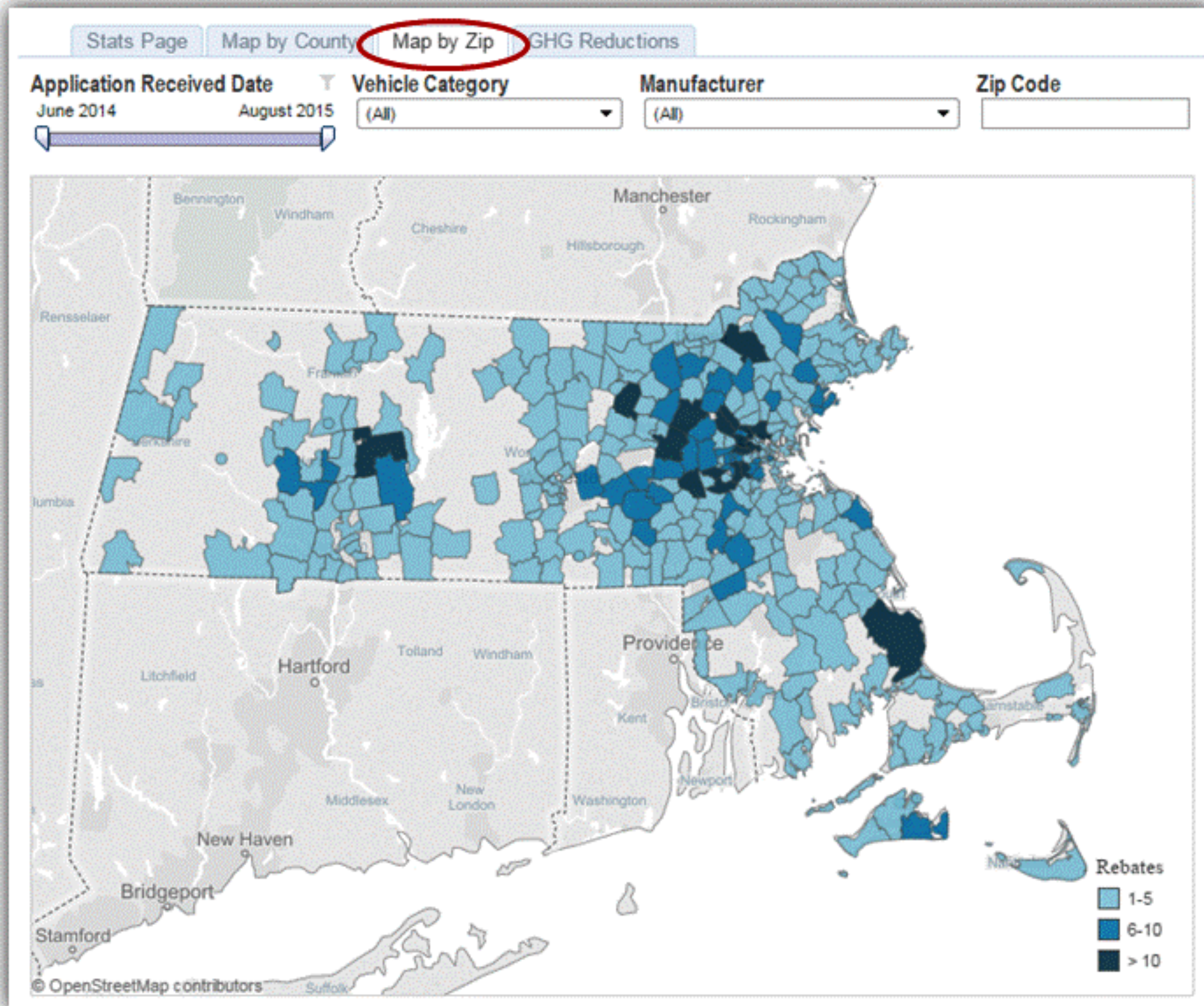


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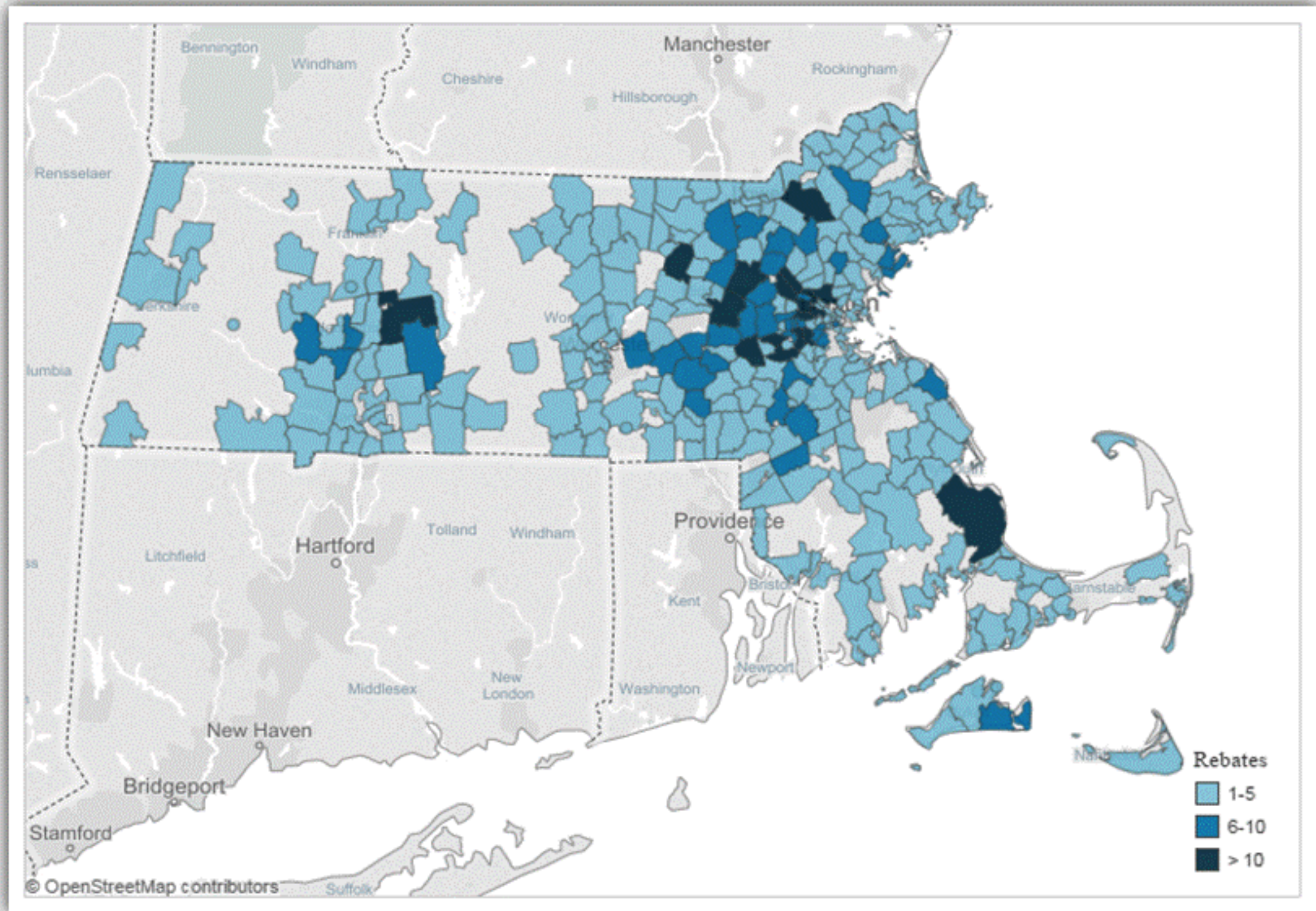


# Rebate Distribution Map by Zip



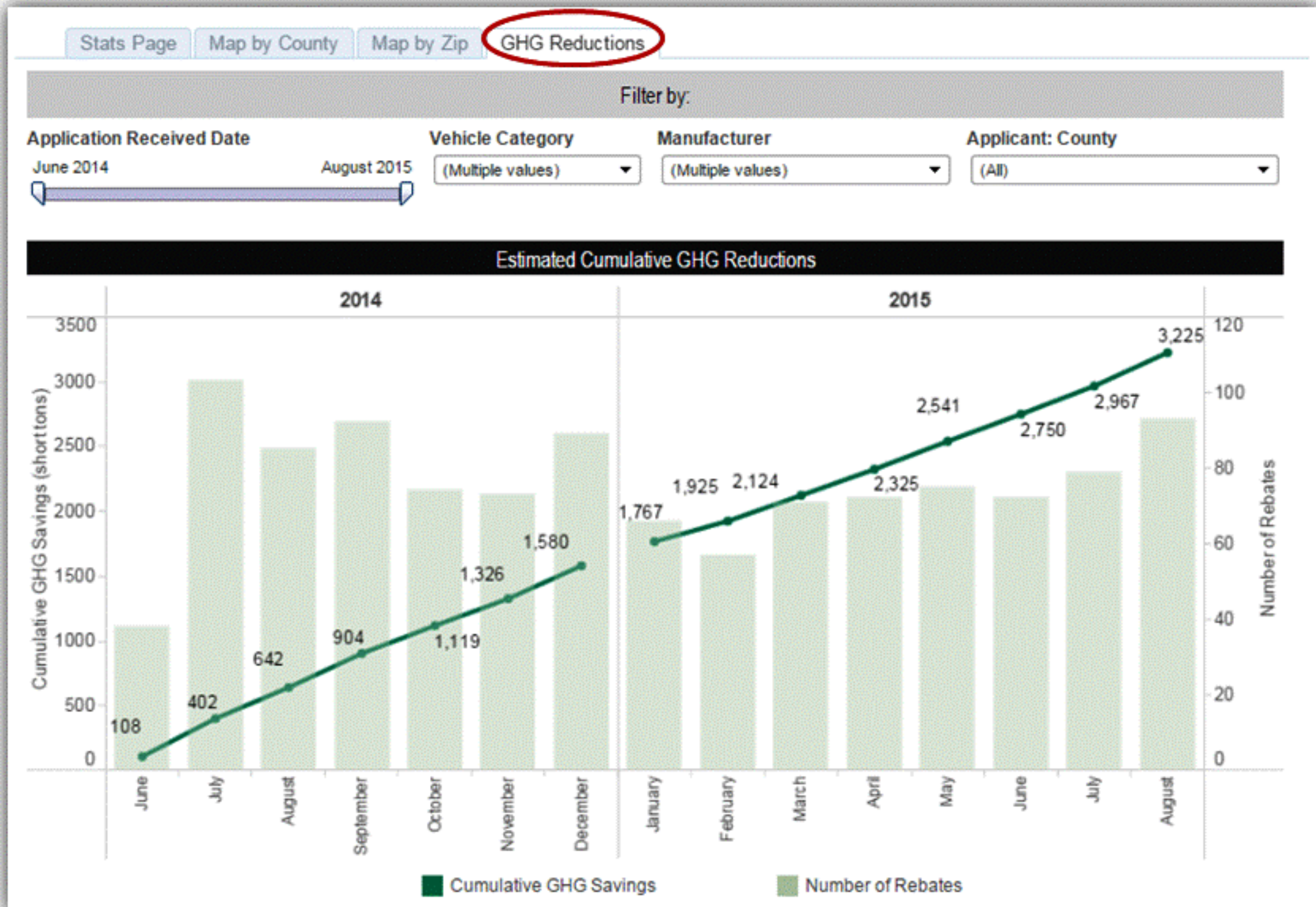


# Rebate Distribution Map by Zip





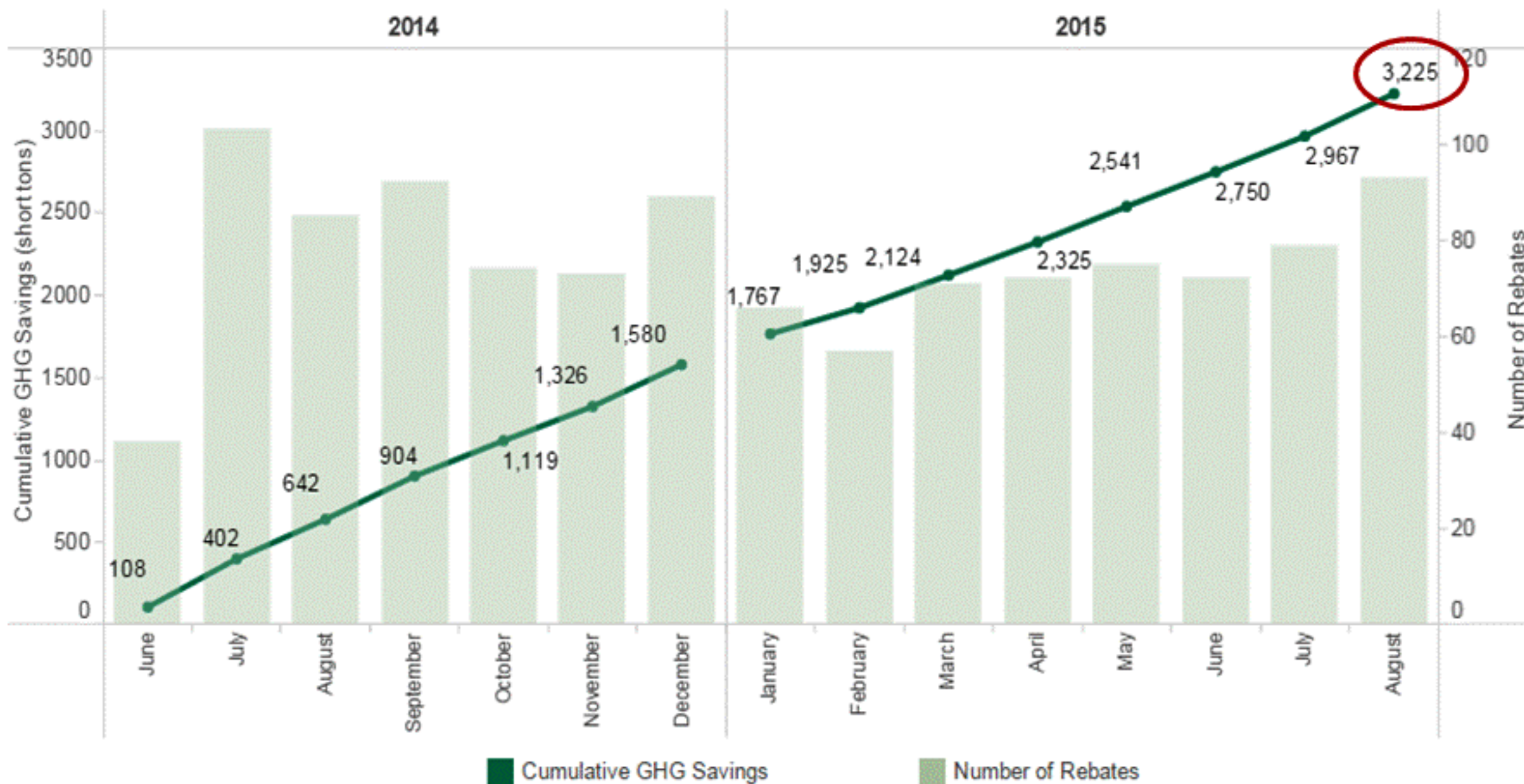
# GHG Reductions





# GHG Reductions

Estimated Cumulative GHG Reductions







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## Survey Analysis

- 52% Response Rate
- Respondents are representative of MOR-EV population along the following parameters:
  - Vehicle Category, Vehicle Make and Vehicle Model
  - Ownership type (lease or purchase); lease terms
  - Geographic location (county and city)



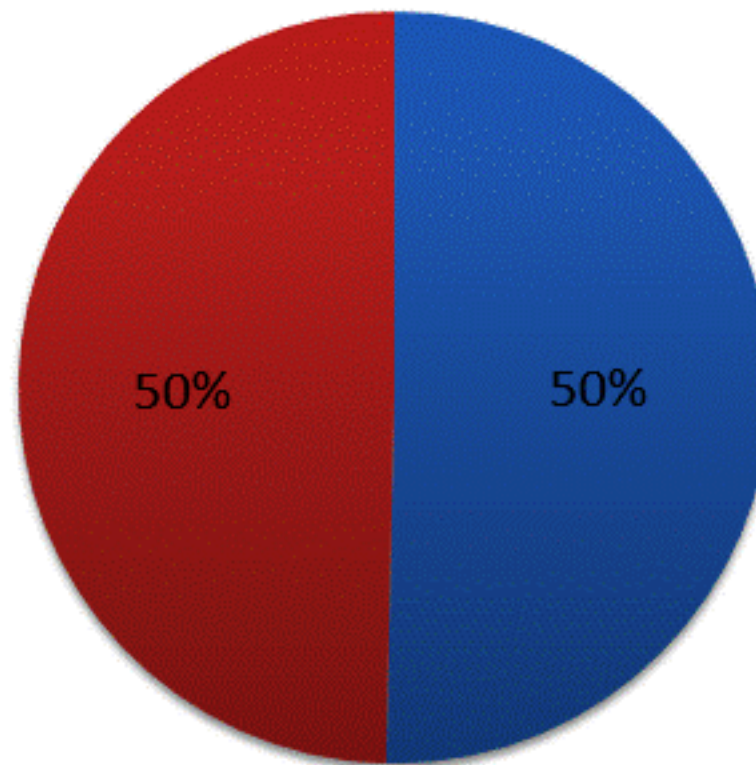


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## Effect of Rebate on Purchase/Lease Decision

The number of adopters essentially doubled due to the importance of the rebate as a factor in the decision to adopt an EV.



- Would not purchase/lease EV without rebate
- Would purchase/lease EV without rebate



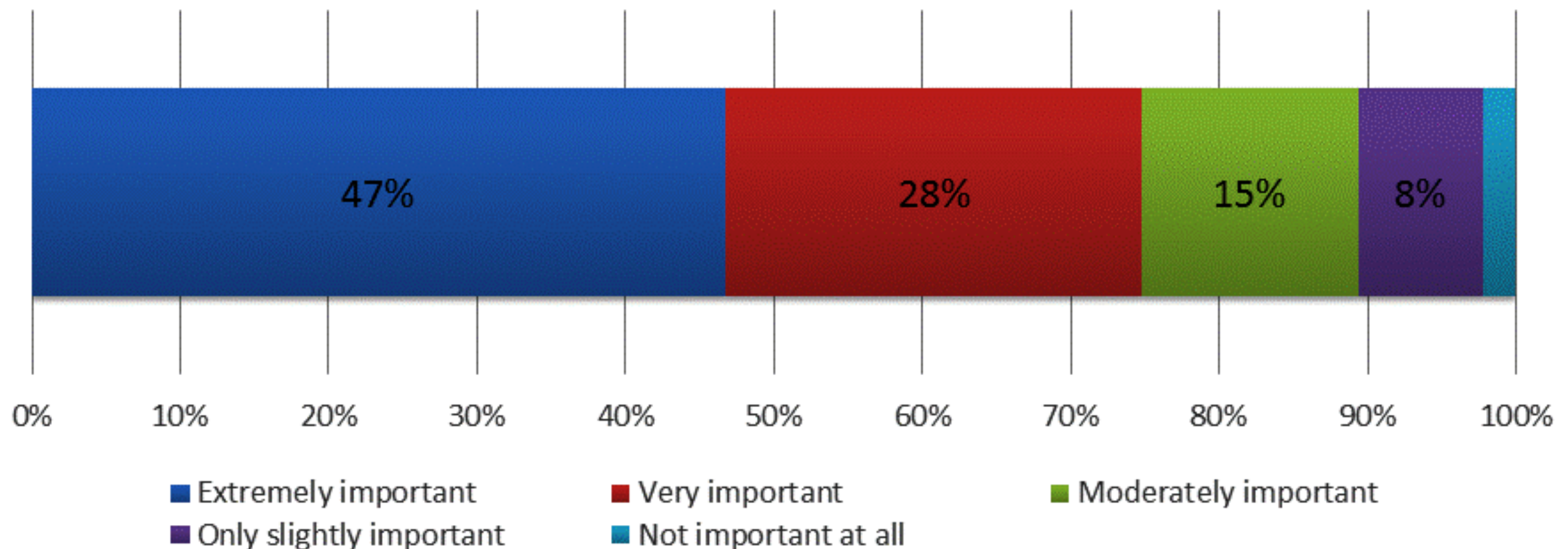


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## MOR-EV Impact

75% of adopters say the MOR-EV rebate was an “extremely” or “very” important factor in the decision making process to acquire an EV.





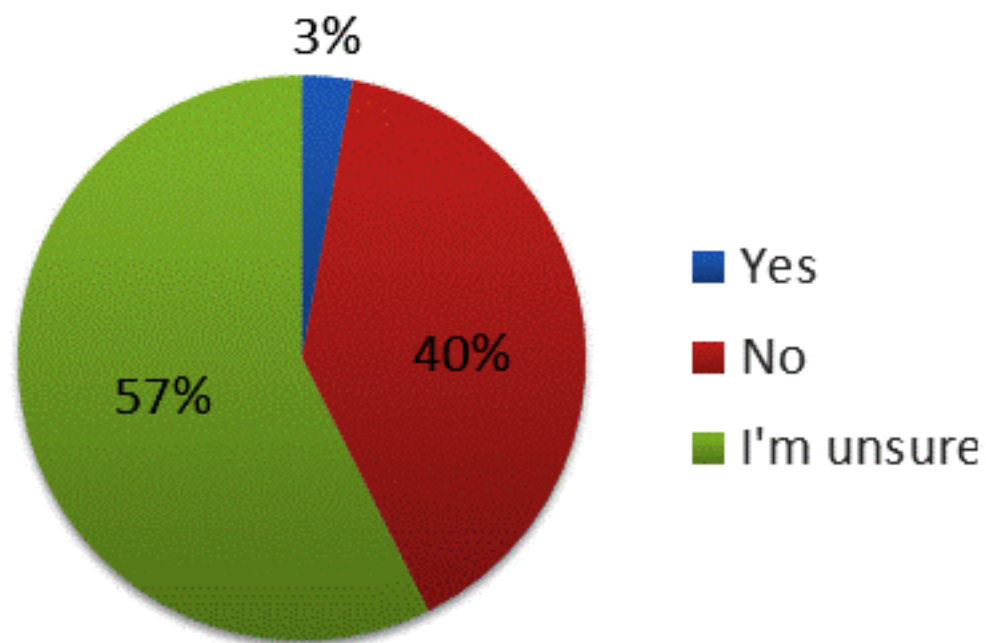


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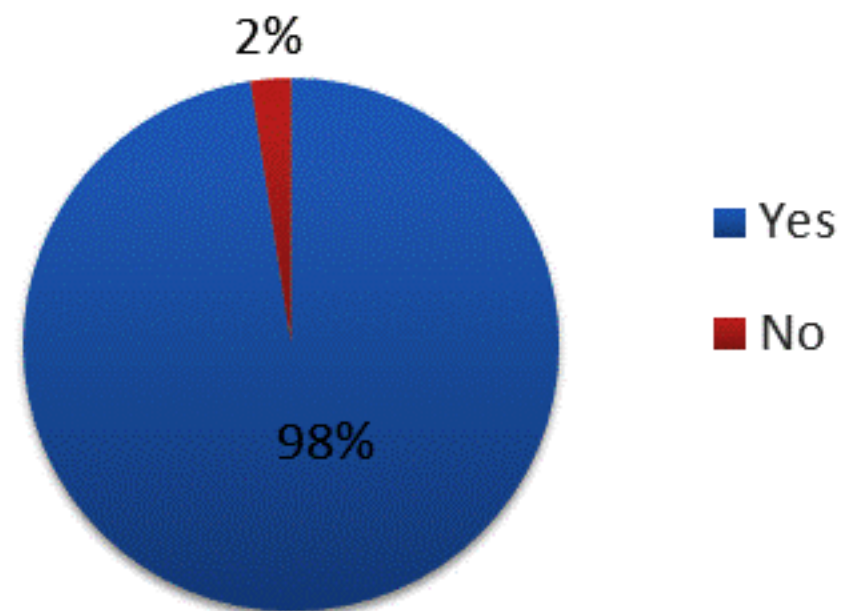
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## Utility Time-of-Use Rate Availability

**Does Your Electric Utility Offer  
Special Rates for Residential Electric  
Vehicle (EV) Charging?**



**If a Special Rate for Charging Your EV Were  
Available, Would You Take Advantage of it  
Even if it Meant Charging Your Vehicle at  
Special Times of Day or Night?**



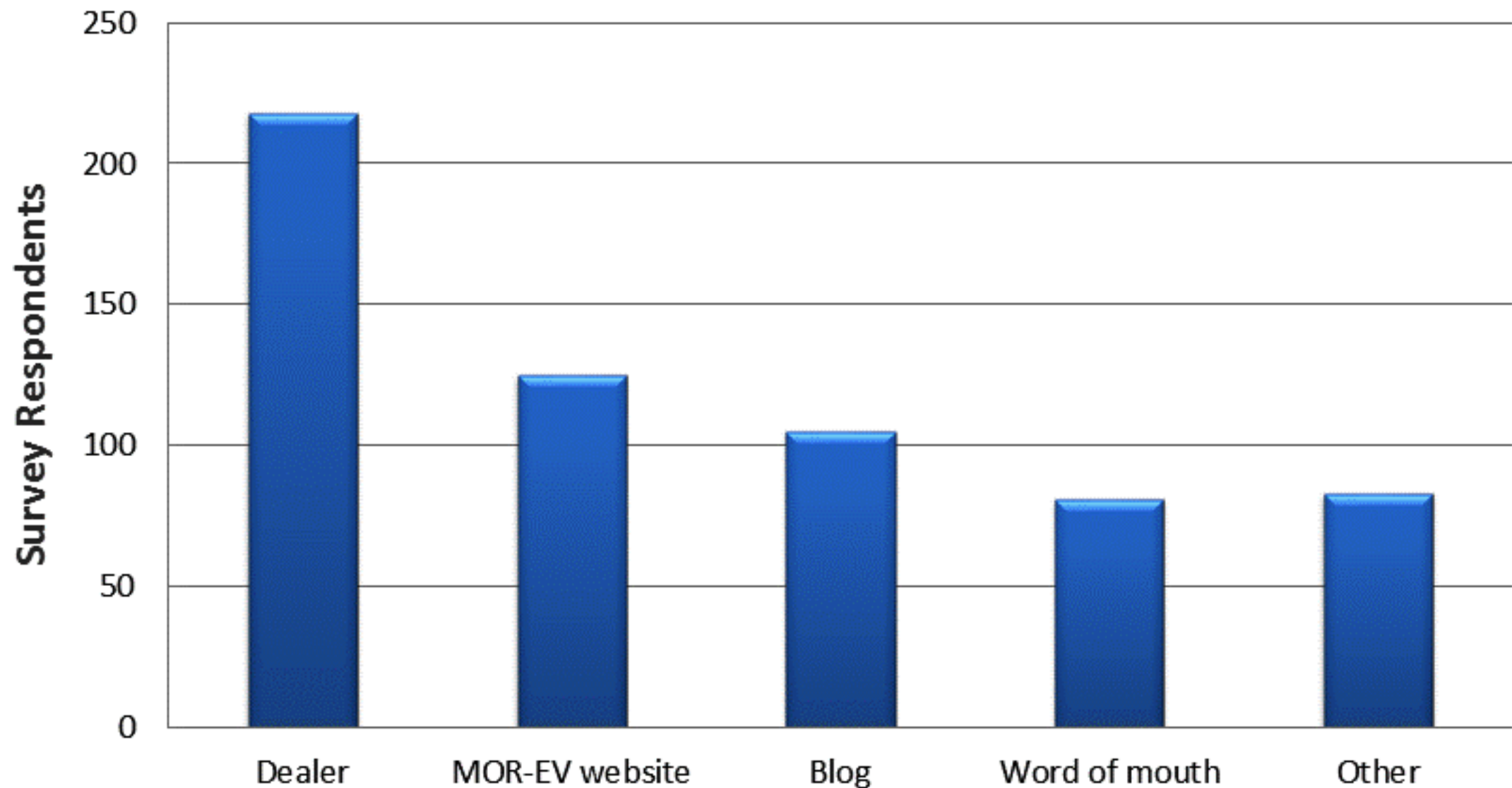




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## How Participants Learned About MOR-EV Rebate







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## Valued Dealership Services

| Most Valuable Dealership Services |   | Percentage of Dealerships That Offered this Service |
|-----------------------------------|---|---|
| #1                                | An EV specialist to answer EV questions                           | 23%   |
| #2                                | Preparation of rebate/tax applications                            | 23%   |
| #3                                | Assistance setting up and explaining EV related smartphone 'apps' | 62%   |





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- On the ground consumer events and dealership visits
- Dealership webinars
- Program hotline, dedicated email address and website
- Partnership with the MA Chapter Sierra Club
- Increased web and social media presence

## Outreach Strategy

|  <b>ELIGIBLE VEHICLES</b>                                |   |         |
|---|---|---------|
| BEV: Battery Electric Vehicles  |   |         |
|    | BMW i3 or i3 REx  | \$2,500 |
|    | Chevrolet Spark EV  | \$2,500 |
|    | Fiat 500e   | \$2,500 |
|    | Ford Focus Electric   | \$2,500 |
|    | Honda Fit EV  | \$2,500 |
|   | Mercedes-Benz B-Class Electric Drive                              | \$2,500 |
|    | Mitsubishi i-MiEV   | \$2,500 |
|    | Nissan LEAF   | \$2,500 |
|    | smart ED and Electric ForTwo<br><small>Cabriolet or Coupé</small> | \$2,500 |
|    | Tesla Model S   | \$2,500 |
|    | Toyota RAV4 EV  | \$2,500 |
|    | Volkswagen e-Golf   | \$2,500 |
| FCEV: Fuel Cell Electric Vehicles   |   |         |
|    | Honda FCX Clarity   | \$2,500 |
|    | Hyundai Tucson Fuel Cell  | \$2,500 |
|    | Mercedes-Benz F-Cell  | \$2,500 |
| PHEV: Plug-In Hybrid Electric Vehicles  |   |         |
|    | BMW i8  | \$1,500 |
|   | Cadillac ELR  | \$2,500 |
|    | Chevrolet Volt  | \$2,500 |
|    | Ford C-MAX Energi   | \$1,500 |
|    | Ford Fusion Energi  | \$1,500 |
|    | Honda Accord Plug-In  | \$1,500 |
|    | Porsche 918 Spyder  | \$1,500 |
|    | Porsche Cayenne SE Hybrid   | \$2,500 |
|    | Porsche Panamera S E Hybrid                                       | \$1,500 |
|    | Toyota Prius Plug-In Hybrid                                       | \$1,500 |
| ZEM: Zero-Emission Motorcycles  |   |         |
|    | Brammo<br><small>any model</small>                                | \$750   |
|    | Zero<br><small>any model</small>                                  | \$750   |
| <a href="http://mor-ev.org">mor-ev.org</a>   Massachusetts Offers Rebates for Electric Vehicles<br><small>Use is subject to change.</small> |   |         |

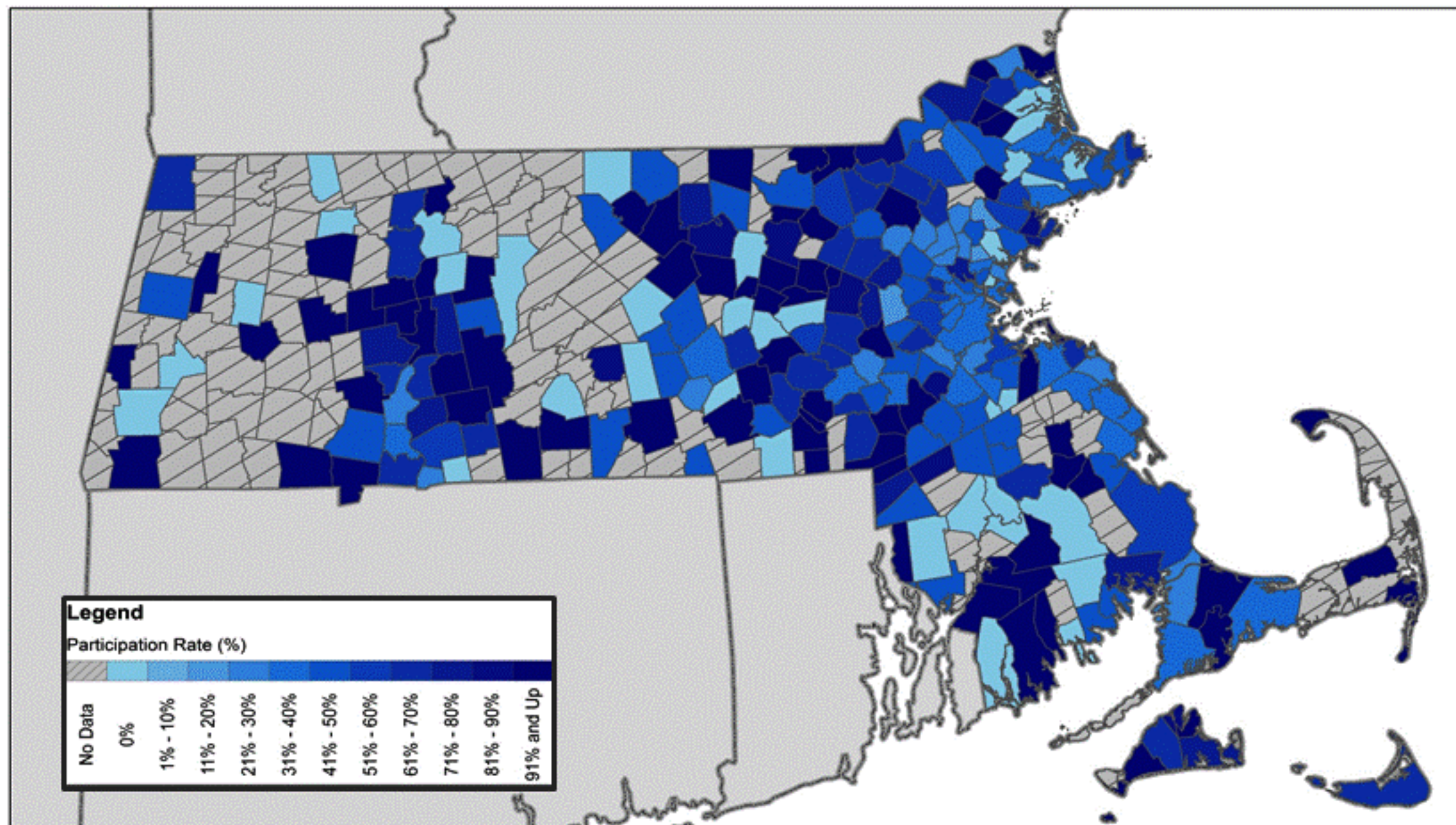




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## Program Participation



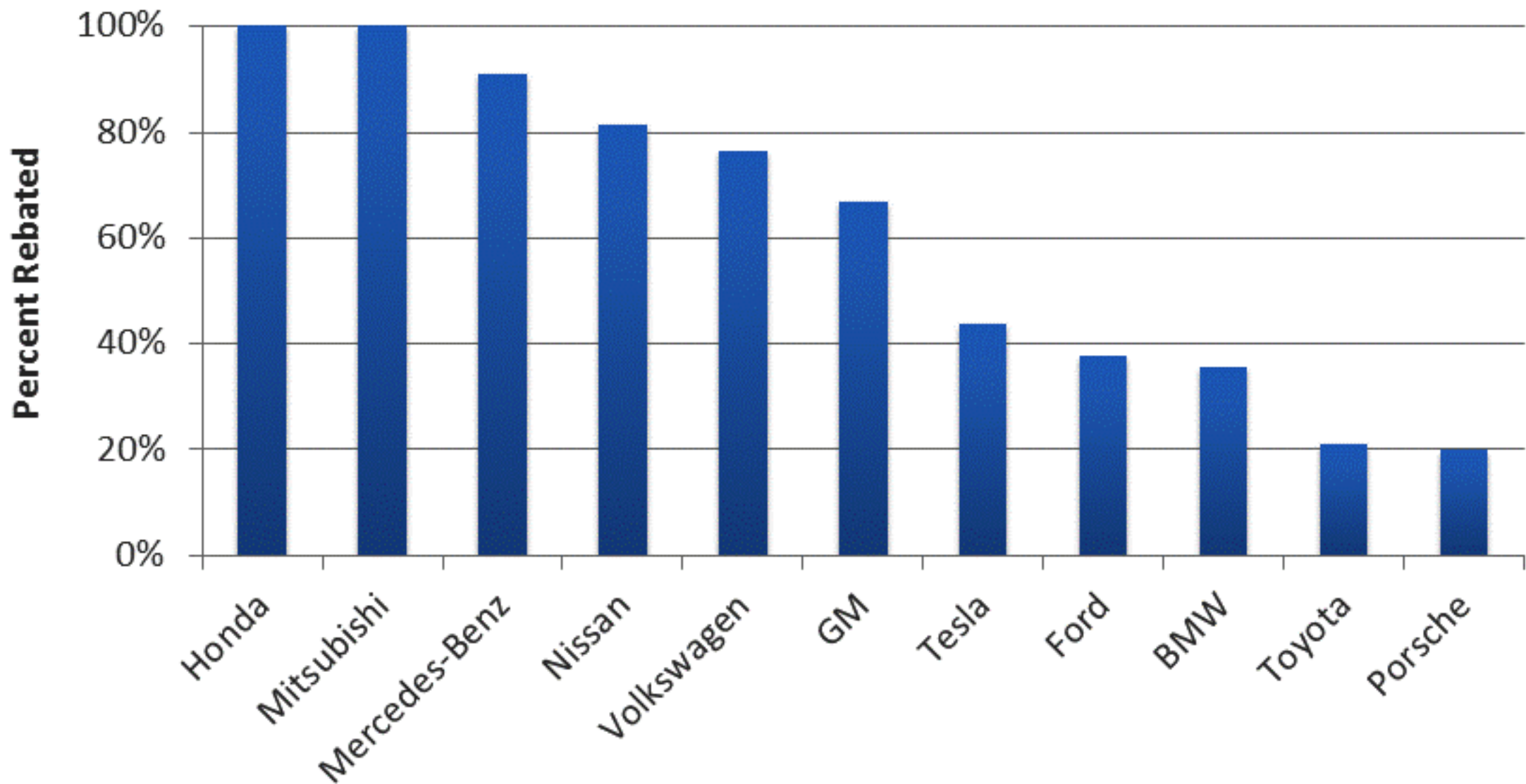




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## Participation by Manufacturer







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## Conclusion

- 1,084 total vehicles rebated (2/3<sup>rd</sup>s BEV)
- Wide variety of OEMs and models represented
- Funding expected until early next year
- Rebate impactful in decision-making for drivers
- Continued focus on dealer targeted program outreach using participation data





**MOR-EV**

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# Questions?

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