



PROGRAM DESCRIPTION AND OBJECTIVE.

The California Clean Fuel Reward Program (the “Program”) is a California statewide electric vehicle (“EV”) time-of-sale (or lease) incentive program funded by the credit revenues generated pursuant to the Low Carbon Fuel Standard (LCFS) regulation administered by the California Air Resources Board (CARB). The Program is administered by Southern California Edison Company (the “Program Administrator”), on behalf of all Participating Electric Distribution Utilities (“Participating EDUs”).¹ Maritz LLC, a Missouri limited liability company (the “Program Implementer”) is under contract as Program Administrator to implement the Program on behalf of the Participating EDUs that fund the Program with contributed LCFS credit revenues as required by the LCFS regulation.

The Program is open to any individual with a California address who, or a business with a physical location in California that, purchases or leases a *new* Eligible Vehicle from a Participating Retailer. The objective of the Program is to help California reach its carbon reduction goals by incentivizing retail Customers seeking to purchase or lease a new vehicle to choose an EV by providing a time-of-sale discount on Eligible Vehicles.

A retailer’s participation in the Program includes the following steps, each of which is discussed in further detail in this Participating Retailer Program Guide (the “Program Guide”):

1. **Submit an Enrollment Application:** Retailers that sell Eligible Vehicles who wish to participate in the Program will complete an Enrollment Application.
2. **Become a Participating Retailer:** Program Implementer will validate the Enrollment Application and the retailer’s eligibility. Once the retailer executes the Participating Retailer Acknowledgment and Agreement (the “Retailer Agreement”) and is approved for participation, it will become a Participating Retailer. By entering into the Retailer Agreement, Participating Retailers agree to form a binding contract that can be enforced by the Program Implementer and/or the Program Administrator.
3. **Collect Information and Provide Program Reward to Customer Purchasing or Leasing Eligible Vehicles:** Participating Retailers will be required to: (1) collect certain information from the Customer (see page 5 for details); (2) have the Customer execute the Customer Terms and Conditions Agreement (available at cleanfuelreward.com); and (3) provide the Customer a time-of-sale discount on an Eligible Vehicle purchase or lease equal to the applicable Program Reward amount (see PROGRAM REWARD AMOUNT table on page 7). The purchase or lease documentation must disclose the full amount of the Reward and that the Reward has been subtracted from the final amount due from Customer. The Program Reward can be combined with other original equipment manufacturer (OEM) incentives/rebates as a single line item and should be applied as a discount/rebate amount (on the Rebate line or other discount line), applied after taxes or “below the line” and will not reduce the taxable amount.
4. **Submit and Track Claims for Reward Reimbursement:** The Program has a state-of-the-art Program Website where Participating Retailers can log in to submit Claims, view the status of Claims, and access other relevant Program information. See PARTICIPATING RETAILER CLAIMS PROCESS on page 5 for details on submitting and tracking Claims through the Program Website.

¹ A list of Participating EDUs, which is subject to change, can be viewed at cleanfuelreward.com/California-ev-rebate-program/electric-utilities-discounts.



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5. **Claims Validation and Payment Process:** The Program Implementer will review and evaluate each Claim to determine whether it complies with all of the Program requirements. After the Program Implementer validates the Claim, Program Implementer will inform the Program Administrator to direct payment of the Claim via ACH transfer information provided by the Participating Retailer. See CLAIMS VALIDATION AND PAYMENT PROCESS on page 7 for further details on the Claims process.

DEFINED TERMS.

Capitalized terms that are not otherwise defined herein shall have the following meanings:

Claim: Any claim submitted by a Participating Retailer to the Program Implementer for reimbursement of a Program Reward.

Customer: Any individual with a California address who, or business with a physical location in California that, purchases or leases an Eligible Vehicle in California through a Participating Retailer, registers that vehicle in the State of California, and executes a Customer Terms and Conditions Agreement.

Customer Terms and Conditions Agreement: The Agreement completed by Customer and submitted by a Participating Retailer to the Program Implementer.

DMV: California Department of Motor Vehicles.

Eligible Vehicles: New Battery Electric (BEV) or Plug-in Hybrid (PHEV) light-duty vehicles with a *minimum* battery capacity of five (5) kilowatt-hours, as listed on the Program Website; list is subject to change from time to time. Vehicle must be street legal and must currently be on sale in the state of California by entities registered with the California DMV. "Light-duty vehicle" is defined as a vehicle that is rated at 8,500 pounds or less GVWR. This shall include "demo" vehicles which are sold to a Customer as new and have never been titled, as well as demo/rental vehicles that a Retailer purchases and registers the vehicle in California

Enrollment Application: The completed application for a Participating Retailer's enrollment in the Program.

Participating Retailer: An entity that is registered as a new car retailer with the DMV, has entered into the Retailer Agreement to participate in the Program, and has been accepted by the Program Implementer to be a Participating Retailer in the Program.

Program Documents: Any and all documents related to the Program, including but not limited to this Program Guide, the Retailer Agreement, Enrollment Application, the Customer Terms and Conditions Agreement, and any and all other present and future ancillary and related documents.

Program Enrollment Date: The date on which Participating Retailer's Enrollment Application is approved by Program Implementer.

Program Launch Date: The date the Program is officially launched by Program Administrator and Program Implementer.

Program Reward: The point of sale discount that a Customer receives under the Program.

Program Website: cleanfuelreward.com



PROGRAM REWARD ELIGIBILITY.

Any Customer, who resides in California and purchases or leases a new Eligible Vehicle from a Participating Retailer, registers the vehicle in the State of California and executes a Customer Terms and Conditions Agreement is eligible to participate in the Program. **Retailers must include the Program Reward as part of each sale or lease of an Eligible Vehicle.**

PROGRAM WEBSITE.

The Program Website is the primary source for Claims processing and other Program information including the Participating Retailer Program Guide as amended from time to time. Participating Retailers should log in to the Program Website to access all of the tools necessary to complete a Claim, including a dashboard showing Participating Retailer's current Program statistics.

RETAILER ENROLLMENT PROCESS.

Participating Retailers must complete a simple, step-by-step Enrollment Application consisting of basic company information, bank information (for reimbursement via ACH), and contact data. After the applying retailer completes and submits the online Enrollment Application, the Program Implementer will validate the Enrollment Application. If the Program Implementer determines that the Participating Retailer meets all Program requirements and approves the application, the Program Implementer will supply the Participating Retailer a User ID via email to access the Program Website. The Participating Retailer will be prompted to set up a password. This will give the Participating Retailer access to the area on the Program Website where it can submit Claims and download training and advertising/marketing materials.

Enrollment Step by Step

1. REVIEW Program Guide.
2. ENTER Retailer Name (Legal Name)
3. ENTER Retailer Display Name (Name that will appear in the Participating Retailer Search. Include reference to vehicle brand(s) (e.g., XYZ Motors – Honda)
4. ENTER Tax ID Number (9 digits)
5. ENTER Retailer Street Address (physical location of Retailer)
6. ENTER Retailer Phone Number
7. ENTER Retailer Website Address (must match OEM brands sold, as this will link from the Participating Retailer Search)
8. ENTER DMV Vehicle Dealer License Number. (must be 5 digits)
9. ENTER OEM Dealer ID.
10. SELECT Type of Vehicles sold (Cars, Trucks and SUVs or Motorcycles)
11. SELECT OEMs Sold (must be sold at same address as listed above)
12. ENTER Retailer Contact Information (Primary Contact – main program point-of-contact; Signing Authority – signs Retailer Agreement; and Accounts Receivable – receives Claims status updates).



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13. Enter Bank Account Number.
14. ENTER Routing Number.
15. ENTER Bank Account Holder (Legal Name)
16. ENTER Bank Name and Contact Information.
17. DOWNLOAD AND SIGN the Retailer Agreement (Signing Authority signature)
18. UPLOAD Retailer Agreement.
19. UPLOAD a completed W-9.
20. AGREE to all Terms and Conditions in the Program Guide and Retailer Agreement.
21. SUBMIT Enrollment Application.

Avoid a delay in your Enrollment approval by avoiding these common reasons for Enrollment rejection:

- Missing signed California Clean Fuel Reward Retailer Agreement
- Incorrect DMV Retailer ID (must be 5 digits)
- Not providing the website for the *brand* on the enrollment. Please do not provide the auto group website.
- Not enrolling the brands separately. Please be sure to use a different contact and email address for the (GM) as the same email cannot be used for multiple retailer store locations
- Incorrect banking information was entered
- Missing completed W-9 Form (uploading blank documents)
- Uploading another store's W-9, not matching Tax ID
- Leaving fields blank
- Not checking if the information is for the retailer on the enrollment (entering an address/info for another store)

(Note: Ensure all information is entered accurately and is free of typos and misspellings, to ensure timely approval of Enrollment submission)

For the avoidance of doubt, the Program only applies to a Customer's purchase or lease of an Eligible Vehicle from a Participating Retailer *after* the date Participating Retailer has applied and been accepted to the Program. No Program Rewards will be payable with respect to sales or leases made prior to such date.



PARTICIPATING RETAILER CLAIMS PROCESS.

Participating Retailers will be reimbursed, through the Claims process, for all Program Rewards that the Participating Retailer paid to a Customer for the purchase or lease of an Eligible Vehicle, as long as all Program terms and conditions are met. The Participating Retailer must log in to the Program Website to complete and submit Claims for approval and view a dashboard of the status of Claims (e.g., Claims submitted, Claims approved, Claims in review).

How to submit a Claim:

- Log in to the Program Website via the consumer website at cleanfuelreward.com and log into the Retailer Portal using the credentials supplied to you.
- Select the “Submit Claims” tab.
- Enter and complete the Claim information.
- Upload additional required documents:
 - Copy of the Customer’s (or in the case of a business, the Customer’s authorized representative’s) driver’s license or passport;
 - Completed vehicle purchase or lease documentation (showing that the Program Reward amount was applied to the final amount payable by the Customer for the purchase or lease); The Program Reward can be combined with other original equipment manufacturer (OEM) incentives / rebates as a single line item and should be applied as a discount/rebate amount (on the Rebate line or other discount line), applied after taxes or below the line and will not reduce the taxable amount.
 - California Vehicle registration/title application, and
 - Signed English version of the Customer Terms and Conditions Agreement (must download from Retailer Portal and have Customer sign at time of purchase). Customer may review the Customer Terms and Conditions Agreement in their native language (available at <https://cleanfuelreward.com/california-ev-rebate-program/rules-eligibility>).
- Submit the Claim.

Ensure a successful Claims submission and timely reimbursement by avoiding these common reasons for Claims rejection:

- Missing signed and dated Customer Terms and Conditions Agreement
- Missing copy of Customer’s driver’s license or passport
- Customer name entered on the Claim submission form does not match all uploaded documents
- The Program Reward is not showing as a reduction on the Bill of Sale, Retail Contract or Lease Agreement
- Claim submission sales date does not match the sales date on the Bill of Sale

Participating Retailers have 45 calendar days from the purchase or lease date set forth on the vehicle purchase or lease document to submit a Claim for reimbursement of the Program Reward. Any Claim not received within that timeframe will not be reimbursed. Vehicles purchased or leased by a Customer prior to the date that is the later of (a) the Program Enrollment Approval Date **and** (b) the Program Launch Date (November 17, 2020) are not eligible for a Program Reward. Participating Retailer may not submit a Claim prior to the date that is the later of (a) the Program Enrollment Approval Date **and** (b) the Program Launch Date (November 17, 2020).

Claims for Eligible Vehicles need to be submitted by the appropriate, approved Retailer for that brand. For example, a Kia Retailer can only use their Program portal login to submit claims for eligible Kia vehicles. Claims for other vehicle brands cannot be submitted using that login. If an approved Retailer is a dual-brand store, claims can be submitted on Eligible Vehicles for those brands. See below for further definitions:

Dual brand store—different OEM brands sold under 1 rooftop/store with one bank account:

- 1 login credential required

Multiple brand stores—different OEM brands sold under separate rooftops/stores at different addresses:

- Separate login credentials required for each OEM brand vehicle sold

Participating Retailers may provide and be reimbursed for a Program Reward in cases where the Participating Retailers sell or lease an Eligible Vehicle to an entity whose intent is to immediately sell or lease the vehicle to an individual who will be the ultimate Customer (such entity, a “Third-Party Broker”), as long as the Third-Party Broker commits to passing through the Program Reward to the Customer. Transactions involving a Third-Party Broker require the following to ensure a successful Claim submission:

- Confirm the Customer is eligible to receive the Program Reward, and ensure that both the Third-Party and the end-user Customer execute the appropriate sections on the signature page of the Customer Terms and Conditions Agreement; and
- Upload all required documents as outlined in the Participating Retailer Claims Process section, on page 5 of this Participating Retailer Program Guide as they related to both the Third-Party Broker and ultimate Customer. The ultimate Customer’s name and address must be included on the California Vehicle registration/title application.



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CLAIMS VALIDATION AND PAYMENT PROCESS.

Program Implementer will review and approve Claims within 5 business days of submission. Approved Claims will be reimbursed within 5 business days of the Claim approval. Approved Claims will be reimbursed to Participating Retailers via the ACH/banking information provided on the online Enrollment Application. Retailers will receive a confirmation email that the Claim has been submitted. Retailers will also receive confirmation emails that each Claim has been approved, then paid.

In the event the Program Implementer determines that a Claim is incomplete, Program Implementer will notify the Participating Retailer of such deficiency via email, and the Participating Retailer will have 5 business days from the date of such notification to correct any such deficiency. Participating Retailer's failure to provide corrections to the Claim within such time period will result in the Claim being rejected. In the event the Program Implementer determines that a Claim is ineligible, the Claim will be rejected, and the Participating Retailer will be notified via email.

PROGRAM REWARD AMOUNT.

The maximum Program Reward for an Eligible Vehicle is \$1,500. Participating Retailers are entitled to reimbursement of the applicable Program Reward, subject to meeting all the terms and conditions of the Program. The Program Reward amount is subject to change upon 30 days' notice as provided on the Program Website. The applicable Reward Amount will be determined based on the published Reward Amount on the purchase or lease date of the Eligible Vehicle. Individual Eligible Vehicle Program Rewards are based on the vehicle battery capacity, measured in kilowatt-hours (kWh). Vehicles with battery capacities of sixteen (16) kilowatt-hours or higher qualify for the maximum reimbursement amount. Vehicles must have a battery capacity of at least five (5) kilowatt-hours to be eligible for a Program Reward. Note that the Program Reward Amount will be automatically calculated and displayed on the Claims submission page of the Program Website after the Participating Retailer enters the Eligible Vehicle information.

Battery Capacity in kWh	Program Reward Calculation Based on \$1,500	Program Reward Amount
Capacity greater than or equal to 16 kWh	100% x \$1,500.00	\$1,500.00
Capacity greater than 5 kWh and less than 16 kWh <i>Example: Capacity of 8.8. kWh</i>	$38.9 + \frac{(Capacity - 5)}{11} \times 61.1$ <p style="text-align: center;"><i>= Reward Percentage</i></p> $38.9 + (8.8 - 5)/11 \times 61.1 = 60\% \times \$1,500.00$	<p style="text-align: center;">Example</p> <p style="text-align: center;">\$900.11</p>
Capacity exactly 5 kWh	38.9% x \$1,500.00	\$538.50
Capacity less than 5 kWh	0% x \$1,500.00	\$0.00

VEHICLE RETURN PROCESS.

If you have been paid for an eligible vehicle Claim and the vehicle has now been returned to your store creating an 'unwind', you may offer the Reward on a subsequent vehicle sale by submitting a "Return" entry via the Retailer Portal. A 'Return' is processed by following the steps below:

1. Log in to your Retailer portal.
2. Select the Claim for the vehicle that has been returned.
3. Choose the "Return Claim" option and verify you want to proceed with the Return.

Once you have submitted this request, a debit equal to the paid Claim amount on the returned vehicle will be applied to your next invoice (statement). You can now offer the Reward for this vehicle to another Customer if it still meets all eligible vehicle criteria as outlined in the Retailer Program Guide.

RETAILER SUPPORT AND COMMUNICATION.

To help Participating Retailers achieve success, the Program Implementer will provide support and training to Participating Retailers. Program support is available from several different resources:

- Program Call Center: 1-800-880-0320
- Program Email: info@cleanfuelreward.com
- Program Website (including Frequently Asked Questions): cleanfuelreward.com
- Program Resources:
 - Training Materials: Participating Retailers can log in and access these materials on the Program Website.
 - Program Consultants: In-person and/or virtual training will also be provided to ensure successful implementations of the Program.
 - Advertising and Marketing Materials: Participating Retailers can log in and download Program Marketing materials (e.g., style guide, marketing assets) from the Program Website.

PARTICIPATING RETAILER ACKNOWLEDGMENT AND AGREEMENT.

Specific legal requirements for Participating Retailers are contained in the Retailer Agreement. All Participating Retailers must sign the Retailer Agreement at time of Enrollment.