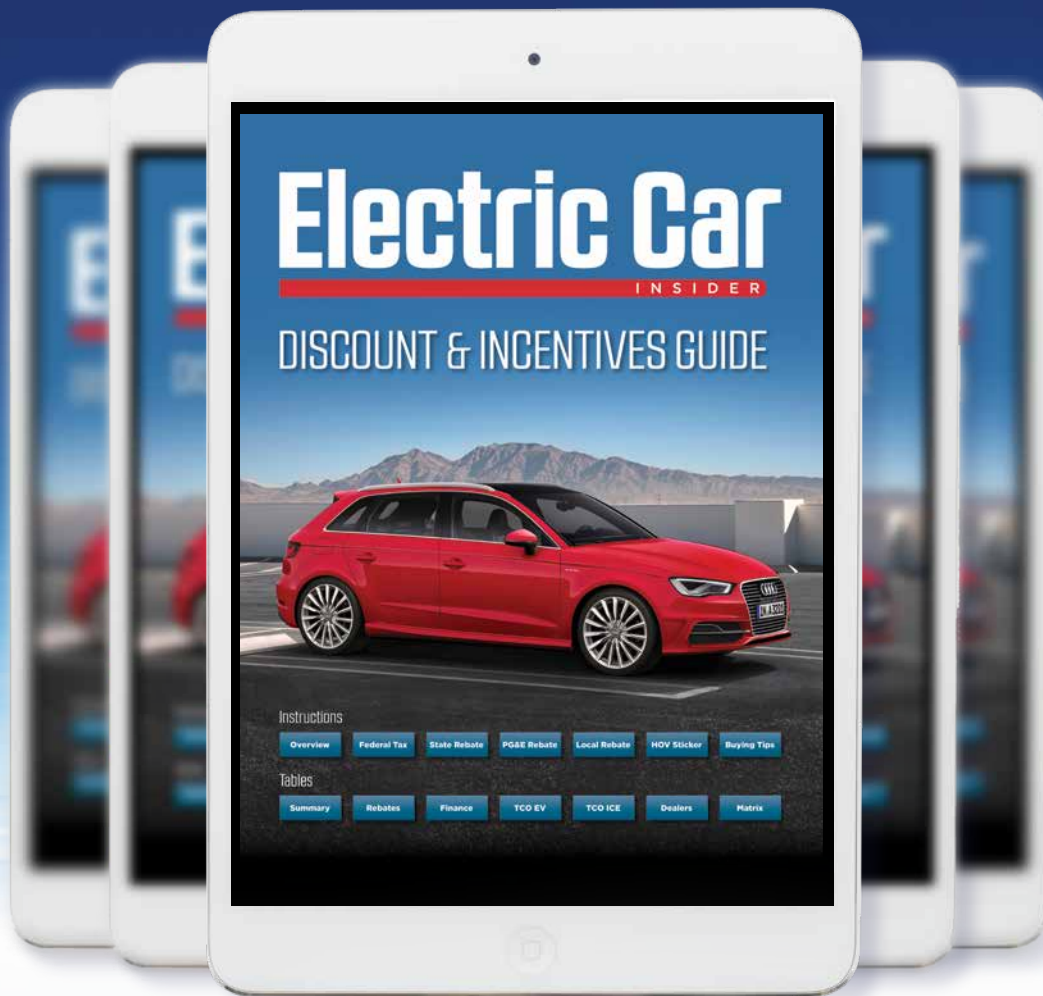


Electric Car

I N S I D E R



Discounts & Incentives Guide

Save Thousands of Dollars Off Electric Car Purchases

Discounts & Incentives

Overview

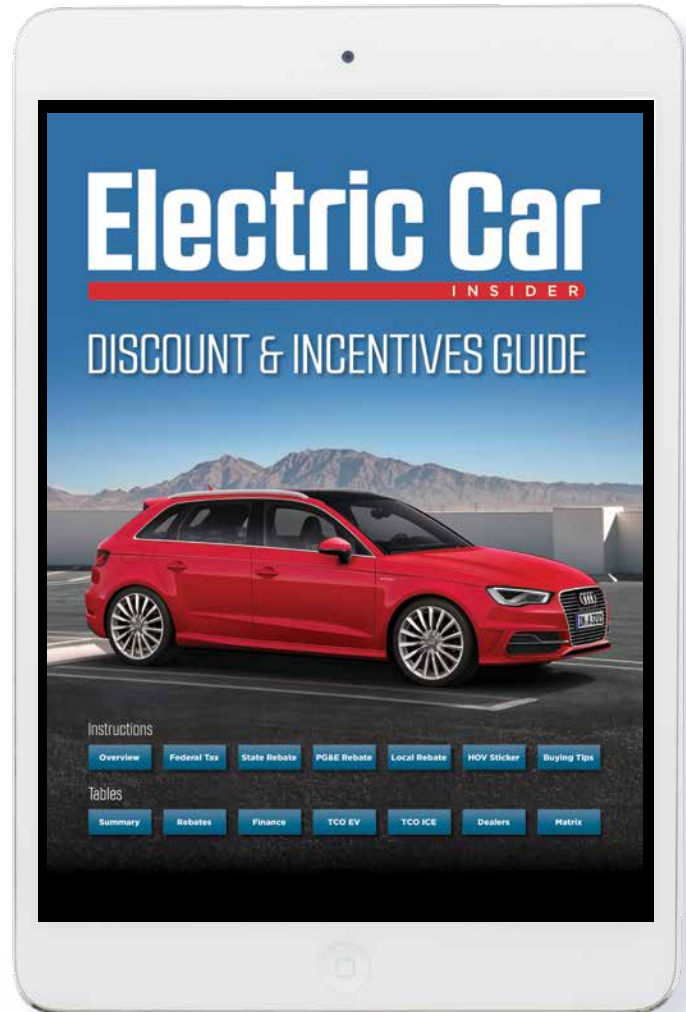
Electric Car Insider (ECI) has created a **Discounts and Incentives Pricing Guide** which provides consumers with the **best pricing available within a specific metro market.**

The Problem

Auto manufacturer and dealer discounts can total thousands of dollars off of a car's suggested retail price – but **are only available to customers savvy and tenacious enough to do the extensive research and negotiation required** to obtain them.

The Solution

With this guide, **ECI does the research and negotiation up-front and provides the information to your customer** in a single document, in an easy to read and use format.



NOTE

Other guides provide historical pricing data. ECI's Discounts and Incentives Pricing Guide provides current month pricing on available inventory.

For more information or to order, call 619.335.7102

Using the Guide

How Utilities Use the EV Pricing Guide

Utilities contract with ECI to provide the guide directly to end-users on behalf of the utility. The guide can be used for internal programs (utility employee EV adoption), commercial accounts (key customer employee EV adoption) and residential EV outreach and education. All of the provisioning and support is offered as a turn-key service by ECI.

How big are the Consumer Savings?

Example

2020 Hyundai Ioniq Electric

\$33,045	MSRP
\$3,000	Manufacturer Discount
\$2,000	Dealer Discount
\$7,500	Federal Tax Credit
\$2,500	State Rebate
\$3,000	Local Rebate
\$2,000	Employer Rebate
<hr/>	
\$20,000	Total Discounts and Rebates*
\$13,045	Net Price to Consumer

In most cases, this Discount Pricing Guide will provide larger net savings to the consumer than the utility EV rebates seen in some markets (\$300-\$1,000). In most cases, within a metro area, ECI is able to discover pricing that rivals or exceeds Group Buy discounts. However, no Group Buy coordination is required, and there are no limitations on the brand of vehicle acquired.

*Not everyone qualifies for Federal, state, local and employer rebates. This guide shows you how. The example is a realistic portrayal of one scenario, but is only for illustrative purposes. The example net price to consumer is before taxes, license and fees, which vary by jurisdiction. Local market pricing (dealer discounts) is available for most major U.S. markets, but is not available for all areas in the United States.

Discount Pricing Tables

Easy to Read & Understand

Summary Page									
Manufacturer			Dealer		Sticker	Incentives	Net ²		
Make	Model	Year	Dealer		MSRP	Discount	Rebates	Price	
Audi	A3 e-tron	2017	Audi of San Francisco		\$37,900	\$2,067	\$8,062	\$28,698	
BMW	i3	2017	BMW of San Francisco		\$42,400	\$1,500	\$11,500	\$30,900	
BMW	i3 Rex	2017	BMW of San Francisco		\$46,250	\$1,300	\$12,000	\$34,250	
Chevrolet	Spark EV	2017	Stewart Chevrolet		\$25,120	\$2,000	\$11,000	\$12,120	
Chevrolet	Volt	2017	Stewart Chevrolet		\$33,200	\$2,000	\$11,000	\$20,200	
Ford	C-Max Energi	2017	Serramonte Ford		\$31,770	\$500	\$7,507	\$23,763	
Ford	Focus Electric	2017	Serramonte Ford		\$29,170	\$500	\$12,000	\$16,670	
Ford	Fusion Energi	2017	Serramonte Ford		\$33,120	\$9,261	\$7,007	\$16,852	
Mercedes	B250e	2017	MB of San Francisco		\$40,825	\$6,755	\$12,000	\$22,070	
Nissan	LEAF	2017	Nissan of San Francisco		\$29,010	\$6,000	\$12,000	\$11,010	
Smart	fourtwo ED	2016	Smart Center San Francisco		\$25,750	\$2,000	\$12,000	\$11,750	
Volkswagen	e-Golf	2017	VW of San Francisco		\$28,995	\$1,420	\$12,000	\$15,495	

How to read this table:
MSRP is manufacturer suggested retail price. There is almost always a discount from this price.
Discount is the sum of manufacturer and dealer discounts off the MSRP, if any. Negative numbers are markup above MSRP, which generally only happens for cars in short supply and high demand.
Rebates is the sum of Federal, State and Employer incentives, available after the purchase is complete. Does not include local rebates, e.g. San Joaquin Valley, Sacramento.
Net² Price is the cost after discounts and rebates (not including local rebates; not all qualify).

Overview	Buy Tips	Summary	Rebates	Finance	TCO EV	TCO ICE	Dealers	Matrix
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[Return to Instructions Page](#)

Summary Table

Rebate Page									
Dealer/Car		Purchase Discounts			After Purchase Rebates				
Dealer	Model	Mfg	Dealer	Net ¹	Federal	State	PG&E	Net ²	
Audi of SF	A3 e-tron	\$0	\$2,067	\$36,700	\$4,502	\$1,500	\$2,000	\$28,698	
BMW of SF	i3	\$0	\$1,500	\$42,400	\$7,500	\$2,500	\$1,500	\$30,900	
BMW of SF	i3 Rex	\$0	\$1,300	\$46,250	\$7,500	\$2,500	\$2,000	\$34,250	
Stewart Chevrolet	Spark EV	\$2,000	\$0	\$23,120	\$7,500	\$1,500	\$2,000	\$12,120	
Stewart Chevrolet	Volt	\$2,000	\$0	\$31,200	\$7,500	\$1,500	\$2,000	\$20,200	
Serramonte Ford	C-Max Energi	\$500	\$0	\$31,270	\$4,007	\$1,500	\$2,000	\$23,763	
Serramonte Ford	Focus Electric	\$500	\$0	\$28,670	\$7,500	\$2,500	\$2,000	\$16,670	
Serramonte Ford	Fusion Energi	\$4,500	\$4,761	\$23,859	\$4,007	\$1,500	\$1,500	\$16,852	
MB of SF	B250e	\$0	\$6,755	\$34,070	\$7,500	\$2,500	\$2,000	\$22,070	
Nissan of SF	LEAF	\$6,000	\$0	\$23,010	\$7,500	\$2,500	\$2,000	\$11,010	
Smart Center SF	fourtwo ED	\$0	\$2,000	\$23,750	\$7,500	\$2,500	\$2,000	\$11,750	
VW of SF	e-Golf	\$1,420	\$0	\$27,495	\$7,500	\$2,500	\$2,000	\$15,495	

How to read this table:
Mfg is the discount off MSRP offered by the manufacturer, if any. Should apply at any dealership.
Dealer is the dealer discount off the MSRP, if any. Negative numbers are markup above MSRP, or may indicate that only a higher-than-base option car ("trim level") is available from that dealer.
Net¹ Price is the cost of the car after discounts, before after-purchase rebates. Amount financed.
After Purchase Rebates are each of the Federal, State and Employer incentives, usually available a few months after the purchase is complete and documents have been filed. Fed tax next year.
Net² Price is the cost of the car after rebates and tax credits are considered.

Overview	Buy Tips	Summary	Rebates	Finance	TCO EV	TCO ICE	Dealers	Matrix
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[Return to Summary Page](#)

Rebates Table

Finance Page													
Dealer/Car		Cost			Cash Down			Loan Details			Rebate Pymnt		
Dealer	Model	Price	Down	Tax	Lic	Total	Int	Months	Pymt	Rebate	Remain		
Audi of SF	A3 e-tron	\$36,700	\$2,500	\$3,303	\$350	\$6,153	1.5	72	\$510	16	\$6		
BMW of SF	i3	\$42,400	\$2,500	\$3,816	\$367	\$6,683	0.9	72	\$589	20	\$2		
BMW of SF	i3 Rex	\$46,250	\$2,500	\$4,163	\$393	\$7,055	0.9	72	\$642	19	\$3		
Stewart	Spark EV	\$23,120	\$2,500	\$2,081	\$274	\$4,855	1.5	72	\$321	34	\$8		
Stewart	Volt	\$31,200	\$2,500	\$2,808	\$314	\$5,622	1.5	72	\$433	25	\$7		
Serramonte	C-Max Energi	\$31,270	\$2,500	\$2,814	\$315	\$5,629	0.0	72	\$434	17	\$5		
Serramonte	Focus Electric	\$28,670	\$2,500	\$2,580	\$298	\$5,378	1.5	72	\$398	30	\$2		
Serramonte	Fusion Energi	\$23,859	\$2,500	\$2,147	\$266	\$4,913	1.4	72	\$331	21	\$1		
MB of SF	B250e	\$34,070	\$2,500	\$3,066	\$333	\$5,899	1.5	72	\$473	25	\$7		
Nissan of SF	LEAF	\$23,010	\$2,500	\$2,071	\$261	\$4,832	1.5	72	\$320	38	\$4		
Smart Center	fourtwo ED	\$23,750	\$2,500	\$2,138	\$265	\$4,903	1.5	72	\$330	36	\$6		
VW of SF	e-Golf	\$27,495	\$2,500	\$2,475	\$290	\$5,265	1.5	72	\$382	31	\$1		

How to read this table:
Price is the amount financed. Usually same as Net¹ minus Cash Down (Down).
Down is the cash down payment. Using \$2,500 for this model, same as typical CA rebate.
Tax is CA sales tax. Varies by purchaser residence county. Using 9% for this model.
Lic is the dollar amount of DMV license fees.
Total is the sum of Down, Tax, Lic.
Int is the mfg interest rate, or 1.5% if no rate was given. Varies based on consumer credit score. Several manufacturer's finance companies offer 0% rates for 60 month loans.
Months is the length of loan in months.
Pymt is the amount of the monthly loan payments, before the application of rebates and tax credits. For the calculation of the simulated annual payment amount after Federal, State and Employer rebates have been considered see the TCO report.
Rebate is the no. of payments that the combined Fed tax credit & State + Emp rebates would cover.
Remain is the number of remaining payments if the full Federal tax credit and State + Employer tax credits and rebates are used to pre-pay part of the outstanding loan amount. This can range from over a year to the first three years of payments on an EV purchase.

Overview	Summary	Rebates	Finance	TCO EV	TCO ICE	Dealers	Matrix
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[Return to Summary Page](#)

Finance Table

Electric Car (EV) Total Cost of Ownership (TCO) Page													
Annual Total Cost of Operation					EV TCO			EV Total Savings					
Make	Model	Fuel	Maint	Pymt	3 yr	5 yr	7 yr	3 yr	5 yr	7 yr			
Audi	A3 e-tron	\$1,050	\$150	\$4,516	\$17,148	\$28,581	\$40,014	\$744	\$1,240	\$1,736			
BMW	i3	\$550	\$100	\$4,767	\$16,250	\$27,083	\$37,917	\$177	\$296	\$414			
BMW	i3 Rex	\$650	\$150	\$5,308	\$18,325	\$30,542	\$42,758	\$1,890	\$3,163	\$4,428			
Chevrolet	Spark EV	\$550	\$100	\$1,653	\$6,910	\$11,517	\$16,123	\$9,518	\$15,863	\$22,208			
Chevrolet	Volt	\$650	\$150	\$3,000	\$11,400	\$19,000	\$26,600	\$4,540	\$7,567	\$10,593			
Ford	C-Max Energi	\$800	\$150	\$3,710	\$13,981	\$23,301	\$32,622	\$2,424	\$4,040	\$5,656			
Ford	Focus Electric	\$750	\$100	\$2,378	\$9,685	\$16,142	\$22,598	\$6,743	\$11,238	\$15,733			
Ford	Fusion Energi	\$750	\$150	\$2,575	\$10,425	\$17,376	\$24,326	\$5,980	\$9,966	\$13,953			
Mercedes-B250e		\$800	\$100	\$3,278	\$12,535	\$20,892	\$29,248	\$3,893	\$6,488	\$9,083			
Nissan	LEAF	\$600	\$100	\$1,435	\$6,405	\$10,675	\$14,945	\$10,023	\$16,704	\$23,386			
Smart	fourtwo ED	\$400	\$100	\$1,558	\$6,775	\$11,292	\$15,808	\$9,653	\$16,088	\$22,523			
Volkswagen	e-Golf	\$550	\$100	\$2,183	\$8,498	\$14,163	\$19,828	\$7,930	\$13,217	\$18,503			

How to read this table:
Fuel is the estimated annual fuel cost for this vehicle at 15,000 miles/yr. From fueleconomy.gov
Maint is estimated annual maintenance cost, leveled over 7 years (first three years usually lower)
Pymt is the total of 12 months of loan payments, after the application of rebates and tax credits.
3 yr is 3x the total annual payment amount plus annual fuel and maintenance.
5 yr is 5x the total annual payment amount plus annual fuel and maintenance.
7 yr is 7x the total annual payment amount plus annual fuel and maintenance.
EV Total Savings is the comparison of the EV Total Cost of Ownership (TCO) with a comparable Internal Combustion Engine (ICE) automobile over 3, 5 and 7 years.

Overview	Summary	Rebates	Finance	TCO EV	TCO ICE	Dealers	Matrix
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[Return to Summary Page](#)

Total Cost of Ownership Table

Driver Profile - Tax and Rebate Qualification

Save Profile

Name: Jim Smith
City: San Joaquin
State: CA
Zip: 95890
Employer: Google
Annual Income: 120,000
Employer Rebate: 5,000

Look Up Local Rebates
Look Up Employer Rebates

Acquisition Type: Purchase
Down Payment: 2,500
Federal Tax Credit: 7,500
State Rebate: 2,500
Local Incentives: 2,000
Incentive Total: 17,000

Rebate Check

Calculate Fed Tax Credit
Calculate State Incentive
Calculate Local Rebate
Calculate All Incentives

How to use this form:
Click the calculate buttons after entering your data. The price tables in this app will be updated using the credits, rebates and incentives shown here on your custom profile. These values are used in the Net Price calculations of the pricing tables. See instructions pages for details on how the amount of the Tax Credits and Rebates you qualify for are determined.
Name is used to store profile for later use. This is never disclosed without your consent. Can be used to request custom quotes from dealers (your private contact info is not shared).
City is used to find local discounts and rebates for your EV purchase or lease.
State is used to calculate the State rebate for your EV purchase or lease.
Zip is used to find local EV dealers and to lookup whether you qualify for local incentives.
Annual Income is used to calculate eligibility for rebates and tax credits. Private, never shared.
Acquisition Type is purchase or lease. EV leases can be financially attractive due to incentives.
Down Payment is the amount of cash down you'll pay at time of purchase. User configurable.
Federal Tax Credit is amount of Federal Tax Credit you intend to claim on your tax return.
State Rebate is the maximum amount of the State Rebate you qualify for.
Local Rebate includes any Utility and Air Resources Board rebates available in your Zip code.
Total Incentives is amount of Federal, State, Local and Employer Incentives, before manufacturer and dealer discounts, which are shown on the summary and financing pages.

Return to Instructions Page

Customer config page shows personalized incentives available

Dealer Page

Dealer	Contact	Phone	Address	City
Audi of San Francisco	Mitch Kudler mkudler@royalauto.com	415-241-8178	300 S. Van Ness Ave audiusanfrancisco.com	San Francisco
BMW of San Francisco	Carlos Moralejo cmoralejo@bmwf.com	888-397-4754 x4212	1675 Howard Street bmwf.com	San Francisco
Stewart Chevrolet	Jonathan Bruyn jbruyn@stewartcars.com	415-347-3291	780 Serramonte Blvd stewartcars.com	Colma
Serramonte Ford	Michael Nieve mnieve@serramonteford.com	650-755-7007	999 Serramonte Blvd serramonteford.com	Colma
MB of San Francisco	Sal Rivas salrivas@fubenz.com	415-553-4244	500 8th St fubenz.com	San Francisco
Nissan of San Francisco	Derek Sisk dsisk@nissanfntsf.com	415-500-8000	1395 Van Ness Ave nissanfntsf.com	San Francisco
Smart Center San	Sal Rivas salrivas@fubenz.com	415-553-4244	500 8th St smartcenter-sanfrancisco.com	San Francisco
VW of San Francisco	Mitch Kudler mkudler@royalauto.com	415-241-8178	280 S. Van Ness Ave vw-sanfrancisco.com	San Francisco

Overview Summary Rebates Finance TCO EV TCO ICE Dealers Matrix

Return to Summary Page

Local area dealer list shows sellers offering discounts

What else does the Guide contain?



Complete Explanation Articles

Complete explanations and instructions are given on how to qualify for and obtain the discounts, tax credits, rebates and incentives available.

Full Page Profiles

The Discounts and Incentives Pricing Guide also contains a full-page profile about each EV, with photos, editorial review and specifications, exactly as they appear in the EV Buyers Guide.



How Does it Work?

Metro Area Specific Pricing, Updated Monthly



The mobile app is updated monthly with new manufacturer and local dealer discounts. End-users download the app from the Apple or Google App stores and unlock it for a given metro area by entering their five digit zip code.

The app has tables that summarize and provide details of the discounts and incentives available for the purchase and lease of electric vehicles.

How is the Discount Pricing Obtained?

ECI collects pricing data from local dealers through phone calls and emails. There is no automated way of collecting real-time competitive market pricing – we “pre-negotiate” pricing by inquiring about available inventory and current discounts. These are similar to Costco and AAA discounts, but in most cases ECI researched prices are better because those prices are negotiated in bulk and do not reflect true market pricing on current month inventory - not historical price data.



For more information or to order, call 619.335.7102

Getting Started

The Discount Pricing Guide is a Turn-Key Service

ECI provides the Discounts and Incentives Pricing Guide as a turn-key service. Just tell us how you would like to provision the application and we'll take care of the rest:

Who gets access?

- Employees
- Commercial accounts
- Residential ratepayers

How should access be granted?

- ZIP Code entry (self-certifying as a ratepayer based on residence or work location)
- Authentication token (individual unique coupon code/unlock code)

How should download URL and access code be distributed?

- Email - ECI can either provide you with a distribution program (admin database) or send the download URL + unlock code to your list for you.
- Web Page - ECI can host a distribution webpage for you, or provide code your webmaster can place on your web page (intranet or extranet).
- Survey reward - The webpage with download URL/access code can be the final splash page after an online survey has been completed.
- Promo Card - The download URL/access code can be serial printed on a giftcard type hand-out for distribution at events to commercial accounts or retail end-users.

Event Support Staff Available

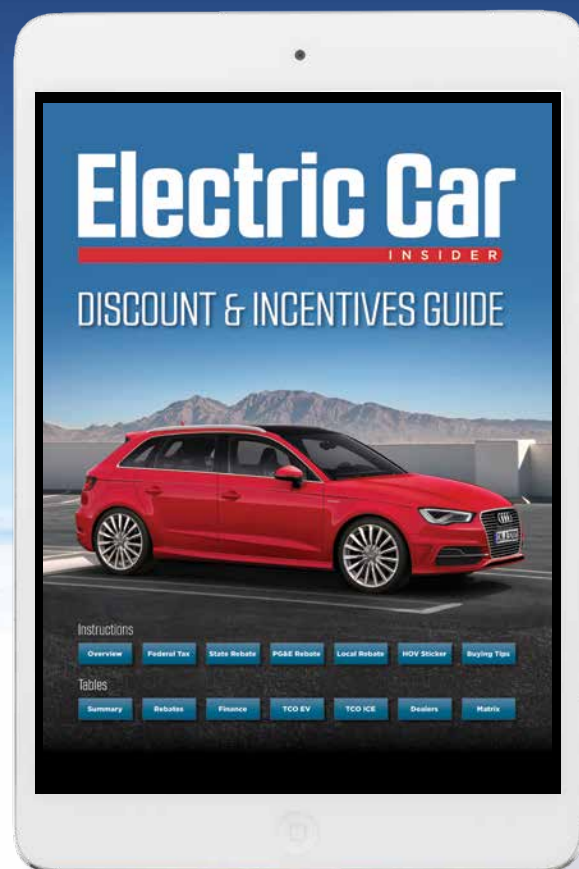
ECI has event staff available in most major metro markets to assist at events in the demonstration of the Discounts and Incentives Pricing Guide app, including big-screen demonstrations and Promo Card distribution. This can be done in conjunction with distribution of the print Electric Car Insider EV Buyers Guide and the display of our EV Educational Exhibits. The cost for Event staff is very modest - generally only \$200 per staff member per day (inclusive of all costs). The majority of ECI event staffers are experienced EV drivers, qualified to answer attendee questions about EVs.



How to Get EV Discounts & Incentives

Electric Car Insider's *Discounts and Incentives Guide* is a companion to the EV Buyers Guide catalog of electric vehicles.

The *Discounts and Incentives Guide* shows you how to get manufacturer and dealer discounts off of the purchase price, and receive thousands of dollars in tax credits and rebates from federal, state and local government air quality incentive programs. *This guide can save you thousands of dollars off your next car purchase.*



Example

2020 Hyundai Ioniq Electric

\$33,045	MSRP
\$3,000	Manufacturer Discount
\$2,000	Dealer Discount
\$7,500	Federal Tax Credit
\$2,500	State Rebate
\$3,000	Local Rebate
\$2,000	Employer Rebate
<hr/>	
\$20,000	Total Discounts and Rebates*
\$13,045	Net Price to Consumer

To Order Contact

Christopher Alan

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chris@electric-car-insider.com

619.335.7102

Direct: Voice or Text

www.linkedin.com/in/christopheralan0

*Not everyone qualifies for Federal, state, local and employer rebates. This guide shows you how. The example is a realistic portrayal of one scenario, but is only for illustrative purposes. The example net price to consumer is before taxes, license and fees, which vary by jurisdiction. Local market pricing (dealer discounts) is available for most major U.S. markets, but is not available for all areas in the United States.