

Outline Dealer Information Brochure

Audience

Dealers

Background

Air quality
Air quality improvements
Increased VMT and Population
Regulatory history
Advances in automotive technology
Cleaner burning gasoline

Window into the Future

Hybrids
SULEV-PZEVs
BEVs
Fuel Cells
Alternative Fuel – CNG

Vehicle Types:

ULEV
SULEV
PZEV
AT PZEV
ZEV
Smog index label

Societal Benefits

Air quality
Energy Diversity
Greenhouse gas reductions
Toxic emission reductions

Consumer Benefits

Home fueling
Warranties
Incentives
Great driving experience
New technology
Environmental benefits
No more trips to the gas station/Home refueling
Lower maintenance
Lower refueling costs

Incentives

Why needed and the role they play
Examples
Tax incentives

State monetary incentives
HOV lane access
Free parking
Incentive resources

Programs

South Coast Cleanaircars.com

Resources

Websites
Contacts

Photos

Cars
People in cars
Chargers
People charging

Graphs

Air quality improvements vs. increased population and VMT
AQ benefits of ZEVs compared to gasoline cars.