

## **Be Part of the Solution**

### **PANEL A (outside right panel that folds in)**

#### **Getting to the Source of Pollution in California**

Over the past 30 years, California has made great strides in reducing air pollution, however, more than 95% of Californians still breathe unhealthy air. Roughly 50% of smog-forming pollutants in California come from gasoline and diesel-powered vehicles – making them the largest source of air pollution. Even though most cars sold in California today are 98% cleaner than those sold 30 years ago, population growth and increased driving will soon overwhelm pollution control efforts unless new, cleaner vehicles are put into greater use.

The good news is - new technologies are here today. These new vehicles provide consumers with the freedom to make their choice count toward clean air and the environment.

### **PANEL B (inside left panel)**

#### **More Choices and Incentives - A Winning Combination**

In 1990 the California Air Resources Board (ARB) adopted the zero emission vehicle (ZEV) program, setting in place specific requirements for automakers to market ZEVs and other advanced technology clean-cars in 2003 and beyond.

This mandate spurred the development of innovative and advanced vehicle technologies that now offer customers more choices and cleaner options than ever when buying a new car. The adoption of these vehicles is inevitable and dealers have a tremendous opportunity to be at the forefront of the market with such advanced technologies. Whether it's the high tech gadgets or the environmental benefit customers are looking for, today's clean cars have it - and there are millions of dollars in incentives to get them on the road in just the car they want!

### **PANEL C (inside middle panel)**

#### **The Clean Car Appeal**

**Bringing down the price** - New technologies may seem expensive at first glance but a variety of local, state and federal incentives bring the price down closer towards that of conventional gasoline vehicles.

**Speed by traffic in the carpool lanes** - Customers purchasing an eligible electric or compressed natural gas vehicle can drive alone in the carpool lane. All they need is an identification sticker from the California Department of Motor Vehicles.

**No more trips to the gas station** - Customers purchasing an electric vehicle just plug it in and recharge while they are sleeping, shopping or watching a movie.

**Pay less for maintenance** - EVs have less moving parts to maintain, don't need oil changes and never need smog checks.

**Lower refueling costs** - Off-peak electricity rates are typically cheaper than gas, so going electric will bring down your refueling expenses.

**Park for free** - Many cities offer EVs free and/or preferential parking spaces.

**EVs are safe** - with a low center of gravity, sealed batteries and all the safety features offered in today's vehicles, EVs are safe to drive and charge.

**EVs have exceptional performance** - EVs have fast acceleration and offer an exceptionally smooth and quiet driving experience.

### **EV Driver's Love their Cars!**

*"It's sweet to be environmentally correct--violins and all that! What sends me over the edge is how fast and smart this car is."*

Ted Danson, Actor, President of the American Oceans Campaign,  
EV1 owner

*"The new EVs sell themselves, especially the Honda EV Plus, Toyota RAV4 EV and the GM EV1. People want to drive them. They like them."*

Renee Cowhig, Maintenance Manager, City of Santa Monica

### **PANEL D (inside right panel)**

#### **Getting the Facts on Clean Cars**

*Know What Incentives Are Available:*

At [www.ZEVinfo.com](http://www.ZEVinfo.com) you'll find a host of *incentives* available to dealers and car buyers.

*Know What Cars Are Available:*

The **Cleaner Car Buyer's Guide** located at [www.arb.ca.gov/msprog/ccbg/ccbg.htm](http://www.arb.ca.gov/msprog/ccbg/ccbg.htm) will help you identify the clean cars offered for sale in California. The enclosed **Clean Car Guide** gives you the basics on current and upcoming clean car options.

*Know Where EV Charging Stations are Located:*

[www.Cleancarmaps.com](http://www.Cleancarmaps.com) is a great resource for finding alternative fuel vehicle refueling sites in California.

*Know Where to Get More Information:*

[www.ZEVinfo.com](http://www.ZEVinfo.com) provides detailed information about clean cars, incentives, regulations, loan programs and more.

**1-800-END-SMOG** is the number to call to get any additional information on clean cars.

### **Clean Car Guide (Insert – use front and back if necessary)**

*Present Options:*

Ultra Low Emission Vehicle (ULEV): ULEVs are 50% cleaner than the average new 2002 model year car.

Super Ultra Low Emission Vehicle (SULEV): SULEVs are 90% cleaner than the average new 2002 model year car.

Partial Zero Emission Vehicle (PZEV): PZEVs meet SULEV emission standards along with zero evaporative emissions and a 150,000 mile warranty. Because these vehicles have no evaporative emissions, they have fewer emissions while being driven than a typical gasoline car has while just sitting in a driveway.

Electric Vehicle (EV): Electric vehicles are powered by rechargeable batteries and are the only zero emission vehicle technology currently on the market. Even including power plant emissions, EVs are 90% cleaner than a SULEV.

Hybrid Electric Vehicle (HEV): HEVs use both an electric motor and a gasoline engine to power the vehicle. This technology provides improved fuel economy and reduced emissions - however does not quite offer the emissions benefits of an EV.

Alternative Fuel – CNG Vehicle: Vehicles using compressed natural gas as fuel rather than gasoline. Typically CNG vehicles emit at the SULEV or PZEV level.

Neighborhood Electric Vehicle (NEV): NEVs are small EVs certified as Low Speed Vehicles and are limited to a top speed of 25 mph; they can only drive on roads with a posted speed limit of 35 mph or less.

*Future Options:*

Advanced Technology PZEV (AT PZEV): AT PZEVs meet the PZEV requirements and have additional "ZEV-like" characteristics. A hybrid vehicle with engine emissions that meet the PZEV standards would be an AT PZEV.

Fuel Cell Electric Vehicle (FCEV): A fuel cell EV, powered by hydrogen, promises the air quality benefits of a battery-powered EV, combined with the driving range and convenience of a conventional gasoline engine. Many auto manufactures have produced prototype FCEVs with production models anticipated in the next 5 to 10 years.

*Pop-up facts to use as space allows in brochure:*

EVs on the road today provide the same performance and utility of conventional gasoline vehicles without any of the emissions.

The Smog Index Label helps identify low-emitting vehicles.

The majority of commuters in the U.S. travel less than 18 miles or less to work and 93% of those travel alone.