

CALIFORNIA'S NEW CAR DEALERS LEAD THE NATION IN SELLING ZERO EMISSION VEHICLES (ZEVs)

As California sets goals and mandates requiring that consumers shift to Zero Emission Vehicles (ZEVs), CNCDA will continue to support the state's efforts aimed at reducing greenhouse gas emissions while also maintaining a healthy economy and providing a diverse range of vehicles for California consumers to choose from.

In 2018, California sold more than 240,000 ZEVs, plug-ins, and hybrids, making up 12 percent of the new vehicle market share statewide. This accounts for nearly 50 percent of ZEV sales nationwide, and we want to continue leading the nation in ZEV adoption.

2018 VEHICLE SALES

MARKET TRENDS BY POWERTRAIN TYPE

Gasoline Vehicles 81.7%

Electric Vehicles 4.6%

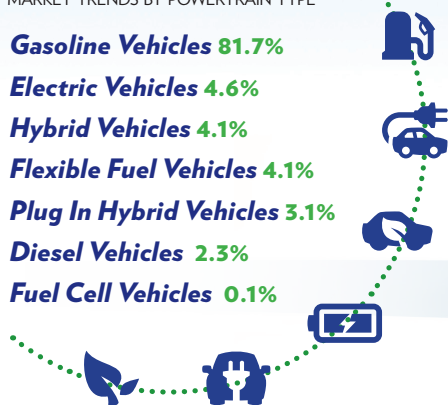
Hybrid Vehicles 4.1%

Flexible Fuel Vehicles 4.1%

Plug In Hybrid Vehicles 3.1%

Diesel Vehicles 2.3%

Fuel Cell Vehicles 0.1%



INCENTIVE PROGRAMS

California's new car dealers strongly support state and federal incentive programs to get California drivers into ZEVs. CNCDA is actively engaged with the California Air Resources Board, utility services companies, vehicle manufacturers, environmental groups, and equity nonprofits to improve and expand upon our state's ZEV incentive programs. Current programs we are focused on include the Clean Vehicle Rebate Project, Clean Cars 4 All, the Clean Vehicle Assistance Program, and the upcoming Clean Fuel Reward Program.



ZEV EDUCATION

CNCDA encourages our dealers to designate at least one vehicle salesperson to be the ZEV and PHEV on-lot expert, and we have partnered with Plug In America on their PlugStar dealer training program. Dealers are the experts on the vehicles they sell, and this knowledge will only increase as sales of ZEVs and PHEVs continue to rise.

California's new car dealers are committed to succeeding in their vital role on the path to reach the state's ambitious ZEV goals. It is critical that dealers continue to serve as the lynchpin between CARB, vehicle manufacturers, and consumers.



Plug In America

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