



NEWS RELEASE

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Air District & partners launch Drive Clean Bay Area to lower costs of clean air vehicles

Group discount can save customers thousands off retail price

SAN FRANCISCO – The Bay Area Air Quality Management District is partnering with MCE and the Transportation Authority of Marin to launch Drive Clean Bay Area, a consumer education program which offers a group purchase plan to lower the cost of electric vehicles for Bay Area customers.

The incentive program is offered through December 31, 2019, and the group discount takes \$500 to \$2,500 off the manufacturer’s suggested retail price, depending on the chosen model.

“Programs like Drive Clean Bay Area narrow the cost gap between traditional gas and clean air vehicles, putting them within reach for many Bay Area residents,” said Jack Broadbent, executive officer of the Air District. “Making clean air vehicle ownership more affordable is a common-sense strategy to improve our air quality and reduce climate impacts.”

Seven models of electric vehicles and five models of plug-in hybrid vehicles are eligible for a discount through the program. Additionally, incentives up to \$9,500 may be available for income-qualified households through the Air District’s [Clean Cars for All Program](#).

To sign up or to learn more about the vehicles available for group purchase lease discounts, please visit www.drivecleanbayarea.org.

Drive Clean Bay Area is a collaborative campaign led by the Marin non-profit Cool the Earth to advance the adoption of electric vehicles in the Bay Area, as well as advocating for e-bike transportation, walking, biking, carpooling and taking public transit. The campaign works to educate residents about the benefits of driving electric and inspire the switch from gasoline-powered vehicles to cars powered by renewable energy.

The [Bay Area Air Quality Management District](#) is the regional agency responsible for protecting air quality and the global climate in the nine-county Bay Area. Connect with the Air District via [Twitter](#), [Facebook](#), and [YouTube](#).

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