

Charge Up+ Dealership Submission SOP and Dealership Talking Points





Important Information:

- The Charge Up+ additional incentive is to be applied at the point of purchase/lease, just like the standard Charge Up New Jersey incentive.
- Any dealership or customer questions should be directed to the program administrator, Center for Sustainable Energy:
 - Email: chargeupnj@energycenter.org
 - Phone: **877-426-2474**

Verifying the Prequalification ID

Before arriving at the dealership to order, purchase or lease an eligible vehicle to receive the additional \$2,500 Charge Up+ incentive, the customer must obtain a **Prequalification ID**. It is worth noting that prequalification approval is not instantaneous, and applications will be processed on a first-come, first-served basis, and may take up to ten (10) business days.

When the customer arrives at the dealership with a Prequalification ID, the dealer representative will do the following:

1. In the dealership dashboard, start a new application and select **"Prequalification ID"** instead of the driver's license.

2. Enter the Prequalification ID that the customer provided. If valid, you will get a confirmation message that the ID is eligible.
 - a. **Note** – Dealerships must verify the Prequalification ID before the purchase or lease is executed. Dealerships are responsible for determining the correct incentive amount and are prohibited from “clawing back” the incentive post-purchase due to a miscalculation.
 - b. **Note** – Prequalification IDs will have thirteen characters and always start with “D”. Please be mindful of similar-looking characters (i.e. the letter “O” vs the number “0”, the letter “l” and the number “1”, etc.).

3. **IMPORTANT** – After verifying the Prequalification ID is eligible, start the application and continue past accepting the [Terms and Conditions](#) for the application to be “claimed” by the dealership.
 - a. The dealer may then save the application progress in the submission portal and resume the purchase or lease execution, applying the full \$4,000 to the customer’s purchase or lease agreement.

4. In the dealership dashboard, the application will appear twice, once for the standard \$1,500 Charge Up New Jersey incentive, and once for the increased (additional) \$2,500 Charge Up+ incentive.

Application ID ▼	Applicant Name	Dealer Name	Date Started	VIN	Rebate Amount	Application Status	Rebate Status
Vehicle NJ-UA-0123236 Standard	Steve Steveson	Test Smith	08/23/2024	TESTVIN0000111111	\$1,500	Submitted	Reserved
Vehicle NJ-UA-0123236 Increased	Steve Steveson	Test Smith	08/23/2024	TESTVIN0000111111	\$2,500	Submitted	Reserved

Note: The application number (NJ-XXXXXXX) for the prequalified customer will remain the same throughout the entire prequalification process. You may need to search for the application number in the search bar on the dashboard if your dealership submits a high volume of applications.

5. Continue through the application as per the usual submission process, then upload the following documentation to complete and submit the application:
 - a. Purchase/Lease Agreement (with the full \$4,000 incentive applied)
 - b. Signed [Terms and Conditions](#) (with the Prequalification ID and \$4,000 incentive listed)
 - c. Vehicle Registration

Dealership Talking Points:

Who is eligible for the Charge Up+?

- **To be eligible for the \$4,000 income-based incentive, applicants must submit either:**
 - **Documentation verifying the applicant's modified adjusted gross income (MAGI), such as a 2025 IRS Tax Return Transcript** meets program requirements; OR
 - **Proof of enrollment in a qualifying public assistance program.**
- **MAGI Requirements:** The MAGI on the applicant's IRS-processed 2025 1040 Tax Return Transcript, or 1040 Record of Account must be no more than:
 - Maximum MAGI of \$75,000 for single tax filers
 - Maximum MAGI of \$112,500 for head of household tax filers
 - Maximum MAGI of \$150,000 for joint tax filers

Alternative documentation may be allowed upon Program Administrator review.

- **Public Assistance Program Enrollment:** Additionally, customers enrolled in an approved public assistance program may qualify, including the following programs. A complete list of programs is available on our Eligibility Guidelines page.
 - General Assistance (GA)
 - Low Income Home Energy Assistance Program (LIHEAP)
 - Lifeline
 - Lifeline Utility Assistance Program
 - Medicaid
 - Section 8 Housing
 - Supplemental Nutrition Assistance Program (SNAP)
 - Supplemental Social Security Income (SSI)
- **Applicants must obtain a Prequalification ID prior to purchase or lease of a vehicle.**
- **An applicant claimed as a dependent on another taxpayer's state and/or federal income tax returns is not eligible for Charge Up+ additional incentive.**

How does a customer obtain the \$4,000 incentive?

- The customer must submit an application to prequalify (receive a Prequalification ID) via the Charge Up New Jersey website.
- Approval of the Prequalification application is not instantaneous, and application reviews will be conducted on a first come, first served basis, and may take up to ten (10) business days.

How long does it take to become prequalified?

- Once the customer submits an application for Charge Up+, it may take up to ten (10) business days to review.
- Upon approval, the customer will receive an email containing their Prequalification ID that they will provide to the dealership. Charge Up New Jersey is unable to expedite review.

How does a dealership verify a Prequalification ID?

- When the customer provides the dealership with their Prequalification ID, the dealership may verify the ID by creating a new application via the dealership dashboard and entering the customer's Prequalification ID instead of the driver's license.

If eligible, the dealership may submit the reimbursement application.

Can the Charge Up+ incentive be obtained post-purchase?

- No. If the customer purchases or leases their vehicle before receiving a Prequalification ID, they cannot receive the additional \$2,500 retroactively.
 - If the dealership intends to reserve funds for the customer for a vehicle that is expecting a delayed delivery, the customer must provide their Prequalification ID upon order of the vehicle.

Is the standard \$1,500 Charge Up New Jersey incentive still available?

- Yes, the standard \$1,500 incentive is still available to customers, regardless of income.

Note: The [Terms and Conditions](#) provide information regarding the requirements of prequalification for Charge Up+. Dealers may require additional acknowledgements from customers beyond what is required in the Terms and Conditions. Dealers may use the example language below if they like.

I acknowledge that I have been informed that Charge Up+ is an additional income-based incentive that must be prequalified for prior to order or purchase of a new eligible vehicle. I understand that by submitting an application for a Charge Up incentive, without prequalifying for a Charge Up+ incentive, the Charge Up+ incentive may not be applied to that vehicle transaction, and I waive my right to claim additional incentive amounts to which I would otherwise be entitled.

What if a customer receives their Prequalification ID after an order has been placed?

Customers must prequalify for Charge Up+ prior to the order of the vehicle if the dealer intends to reserve funds upon order. Dealers that do not intend to reserve funds upon order may elect to apply the Charge Up+ incentive upon delivery if prequalification occurs prior to purchase or lease. The Terms and Conditions of the program still apply - the incentive must appear on the invoice and the incentive may not be applied post-purchase. Dealers that elect not to reserve funds at the time of order run the risk of forfeiting both incentives in the event of program closure prior to the delivery of the vehicle.

Additional Questions?

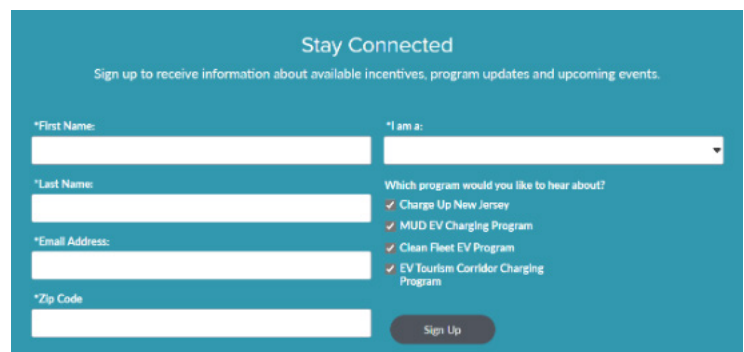
If you have additional questions, please contact the program administrator directly at chargeupnj@energycenter.org or by calling **877-426-2474**.

The call center is available from 8am to 6pm Eastern on business days. Please be advised that call and email volume may vary, and the program administrator will respond to most inquiries typically within two (2) business days.

You can also review Frequently-Asked Questions online here: <https://chargeup.njcleanenergy.com/faqs>.

Never Miss an Update

Sign up for email program announcements by visiting the Charge Up New Jersey website and scroll to the “Stay Connected” form at the bottom of the page.



The screenshot shows a teal-colored sign-up form titled "Stay Connected". Below the title is a subtitle: "Sign up to receive information about available incentives, program updates and upcoming events." The form contains several input fields: "First Name:", "Last Name:", "Email Address:", and "Zip Code:", each followed by a white text box. To the right of these fields is a dropdown menu labeled "I am a:". Below the dropdown is a section titled "Which program would you like to hear about?" with four checkboxes, all of which are checked: "Charge Up New Jersey", "MUD EV Charging Program", "Clean Fleet EV Program", and "EV Tourism Corridor Charging Program". At the bottom right of the form is a dark teal button labeled "Sign Up".



Charge Up New Jersey is the state's consumer clean vehicle rebate program designed to encourage residents to make the switch to driving electric vehicles (EVs) as a critical step to secure New Jersey's clean energy future. It is a subprogram of New Jersey's Clean Energy Program and the only program offering a cash incentive toward the purchase or lease of an EV in the state. It is managed by the New Jersey Board of Public Utilities and administered by the nonprofit Center for Sustainable Energy.