



PLUG-IN NB PROGRAM GUIDELINES

Electric Vehicle Rebates

Version 6.0

March 27, 2025

PROGRAM INTRODUCTION

The Plug-In NB Rebate Program aims to reduce greenhouse gas emissions and accelerate the transition to cleaner transportation in New Brunswick. Aligned with the Climate Change Action Plan 2022–2027, the program targets six per cent of new light-duty vehicle (LDV) sales as electric vehicles (EVs) by 2025 and 50 per cent by 2030.

By offering financial rebates for the purchase or lease of eligible EVs and the installation of qualifying Level 2 home charging station, the program makes adopting sustainable transportation easier and more affordable for New Brunswick residents and businesses.

Program Timing

The Plug-In NB Rebate Program will close on **June 30, 2025**. The program will not be extended beyond this date. Applicants are encouraged to take advantage of the rebates before the program ends. All purchases or leases of eligible vehicles and charging stations must be completed on or before June 30, 2025, to qualify.

Please note: Applicants will have **30 days after June 30, 2025**, to submit their rebate application and all required documentation. Applications received after this 30-day period will **not** be accepted.

Eligibility for Individuals or Organizations

Rebates under the Plug-In NB Program are available to:

- **Individuals:** New Brunswick residents who purchase or lease eligible electric vehicles from a New Brunswick licensed dealership.
- **Organizations:** Municipalities, non-profit organizations, businesses, and First Nations that operate within New Brunswick and purchase or lease eligible electric vehicles from a New Brunswick licensed dealership.

Applicants must also adhere to all additional eligibility requirements outlined in this document. Both individuals and organizations may apply for multiple rebates, provided each application meets the program criteria and is for a unique vehicle.

Eligible Vehicles

New vehicles

The rebate for new electric vehicles applies to eligible makes and models that meet the following criteria:

1. Passenger Vehicles

- Base model trim MSRP is less than \$55,000.
- Higher-priced trims of these vehicles, up to a maximum MSRP of \$65,000, are also eligible for a rebate.

2. Trucks, Vans, SUVs, and Station Wagons

- Base model trim MSRP is less than \$60,000.

- Higher-priced trims of these vehicles, up to a maximum MSRP of \$70,000, are also eligible for a rebate.

Used vehicles

The used EV rebate applies to any year, make, or model of Battery Electric Vehicle (BEV) or Plug-in Hybrid Electric Vehicle (PHEV) that meets the following criteria:

- The vehicle must be sold by a New Brunswick licensed dealer.
- Each vehicle is eligible for only one used EV rebate under the Plug-In NB Program.
- A used EV that has received a new EV rebate is eligible for a used EV rebate, but no further rebate can be applied to that VIN. Applications for rebates on the same VIN must be at least 12 months apart.
- Used EVs that have received rebates in other jurisdictions are still eligible for the Plug-In NB used EV rebate, provided they are sold by a New Brunswick licensed dealer.
- Used Tesla vehicles are not eligible for the Plug-In NB rebate.
- The retail price must fall within the following ranges:
 - \$10,000–\$60,000 for Battery Electric Vehicles (BEVs).
 - \$10,000–\$50,000 for Plug-in Hybrid Electric Vehicles (PHEVs).
- Vehicles that were originally ineligible for a new EV rebate due to high MSRP may still qualify for the used EV rebate.
- BEVs must have their battery's residual capacity (State of Health report) disclosed to the consumer in writing on the Bill of Sale before finalizing the sale. If this is not possible, the dealership must provide an Acknowledgement of Battery Capacity Disclosure Form along with the request for reimbursement. This ensures transparency and informs the consumer of the expected range.

All eligible new and used vehicles must:

1. Be sold by a New Brunswick licensed dealer.
2. Meet federal and provincial motor vehicle safety standards
3. Be intended for use on public streets, roads, and highways
4. Have at least four (4) functioning wheels and be highway-capable (e.g., not a low-speed vehicle).

Important Notes:

Each Vehicle Identification Number (VIN) is eligible for only one new EV rebate and one used EV rebate under the Plug-In NB Program. Rebates on the same VIN must be at least 12 months apart. Once both rebates have been applied, no additional rebates can be issued for that vehicle.

To check if a VIN has already received a rebate, please contact the program team at pluginbranche@nbpower.com for assistance.

Rebate Amounts and Eligibility

Rebates are available to both individuals and organizations, including municipalities, non-profit organizations, businesses, and First Nations. Applications must meet all the other eligibility requirements outlined in the program.

Vehicle Type	Seating Capacity	New Vehicles		Used Vehicles	
		MSRP (New Vehicles)	Rebate Amount	Retail Price (Used Vehicles)	Rebate Amount
BEV	Base models of passenger vehicles	Less than \$55,000 for base model, up to a maximum of \$65,000 for higher-priced trims	\$5,000	\$10,000 to \$60,000	\$2,500
	Base models of trucks, vans, sport utility vehicles (SUVs), and station wagons	Less than \$60,000 for base model, up to a maximum of \$70,000 for higher-priced trims	\$5,000	\$10,000 to \$60,000	\$2,500
PHEV, long-range	Base models of passenger vehicles	Less than \$55,000 for base model, up to a maximum of \$65,000 for higher-priced trims	\$5,000	\$10,000 to \$50,000	\$1,000
	Base models of trucks, vans, sport utility vehicles (SUVs), and station wagons	Less than \$60,000 for base model, up to a maximum of \$70,000 for higher-priced trims	\$5,000	\$10,000 to \$50,000	\$1,000
PHEV, short-range	Base models of passenger vehicles	Less than \$55,000 for base model, up to a maximum of \$65,000 for higher-priced trims	\$2,500	\$10,000 to \$50,000	\$1,000
	Base models of trucks, vans, sport utility vehicles (SUVs), and station wagons	Less than \$60,000 for base model, up to a maximum of \$70,000 for higher-priced trims	\$2,500	\$10,000 to \$50,000	\$1,000

Leased vehicles

The rebate amount is prorated based on the length of the lease as follows:

Length of Lease	BEVs and Long-Range PHEVs	Short-Range PHEVs
48 months	\$5,000	\$2,500
36 months	\$3,750	\$1,875
24 months	\$2,500	\$1,250
12 months	\$1,250	\$625

Important Notes:

The Government of New Brunswick is requiring that lessors retain their vehicle for a minimum of 12 months, or they will have to repay a prorated portion of the rebate.

Level 2 EV Charging Station Rebate

If you participate in the new or used Plug-In NB Rebate Program, you are eligible to claim **50% of the cost** (before taxes and delivery fees) for the purchase and installation of one new Level 2 EV charging station, up to a maximum rebate of **\$750**.

Eligibility Criteria for Charging Stations

To qualify for the rebate, the charging station must be:

- New.
- Residential.
- Approved by an accredited Canadian certification (e.g., cUL, ULC, cETL, CSA, or cQPS).
- Level 2 (208-240V).
- Installed by a licensed electrician.
- Include smart functionality (e.g., remote monitoring, energy tracking, or scheduling)
- Purchased from a Canadian distributor or Canadian website.

Important Notes:

The number of charging station rebates is limited to the number of EV rebates you or your organization have received in a 12-month period. To claim the rebate, the VIN of the electric vehicle is required, and the name on the charging station invoice must match the name on the EV registration(s). If you are purchasing a charging station that is not listed on the qualifying charging stations list, please contact us with the product's Make, Model, and Technical Specifications before making your purchase to confirm eligibility.

Disclaimers:

NB Power does not endorse any specific electrical contractor or product and does not provide warranties or services for any products sold or installed under this program. Customers are responsible for ensuring the certification and qualifications of the electrical contractor performing the installation. NB Power reserves the right to request proof of installation by a licensed electrician if necessary. Any questions or concerns about installation work should be directed to the electrical contractor, while product-related concerns should be addressed to the manufacturer.

For more information, visit our website or contact us at pluginbranche@nbpower.com.

Getting Reimbursed

Rebates are available for eligible Battery Electric Vehicles (BEVs) and Plug-in Hybrid Electric Vehicles (PHEVs) purchased or leased on or after July 8, 2021. Applications must be submitted within 30 days of the date on the Bill of Sale or Lease Agreement to qualify and will be processed on a first-come, first-served basis.

The Plug-In NB Program will end on **June 30, 2025**, with no extension. Applicants will have **30 days after June 30, 2025**, to submit their rebate applications and all required documentation. **No applications will be accepted after this 30-day period.** Applicants are encouraged to submit their rebate requests as early as possible before the program closes.

How to Apply for a Rebate

Electric Vehicle Rebates

To apply for an EV rebate, you have two options:

1. Point-of-Sale Rebates:

Most rebates are available directly at the point of sale through New Brunswick licensed dealerships. Confirm rebate availability with your dealership when purchasing or leasing your vehicle.

2. Post-Purchase Applications:

If a point-of-sale rebate is not available, you can apply directly to the Plug-In NB Program. To start your application, visit [Access Your Rebate](#) and upload the following required documents:

- A copy of the signed and dated Bill of Sale or Lease Agreement.
- A copy of the signed Certificate of Vehicle Registration.
- A signed copy of the Direct Deposit Form.
- A copy of a void cheque to confirm your banking details.

Level 2 Charging Station Rebates:

Participants in the Plug-In NB Program who **have successfully qualified for an EV rebate** can also apply for a rebate on a Level 2 home charging station. The charging station rebate is only available if it is associated with the EV for which the rebate was issued.

To apply, visit [Access Your Rebate](#) and upload the following required documents:

- A copy of the invoice and proof of payment for the eligible home charging station.
- A copy of the invoice and proof of payment for the installation of the home charging station.
- A picture of the installed charging station.
- A copy of the signed and dated Bill of Sale or Lease Agreement.
- A copy of the signed Certificate of Vehicle Registration.
- A signed copy of the Direct Deposit Form.
- A copy of a void cheque to confirm your banking details.

Rebate Payment Timeline

If your application is complete, the rebate will be processed within 30 business days. If any information or documents are missing, you will be contacted within 10 business days.

Rebates are available on a first-come, first-served basis until the program budget is exhausted or the program is terminated.

Contact Us

For assistance or questions, please contact us at:

Email: pluginbranche@nbpower.com

Phone: 1-800-663-6272