



May 27, 2026

The Honorable John Laird
Chair, Senate Budget Committee
1021 O Street, Suite 8720
Sacramento, CA 95814

The Honorable Jesse Gabriel
Chair, ASM Budget Committee
1021 O Street, Suite 8320
Sacramento, CA 95814

The Honorable Eloise Gomez Reyes
Chair, Sen Budget Subcommittee #2
1021 O Street, Suite 7210
Sacramento, CA 95814

The Honorable Steve Bennett
Chair, ASM Budget Subcommittee #4
1021 O Street, Suite 4710
Sacramento, CA 95814

The Honorable Laura Richardson
Chair, Sen Budget Subcommittee #5
1021 O Street, Suite 7340
Sacramento, CA 95814

Dear Chairs Senator Laird, Assemblymember Gabriel, Senator Reyes, Assemblymember Bennett, and Senator Richardson,

California's steady pursuit of cleaner and healthier transportation is admirable, and we are supportive. We, the undersigned vehicle manufacturers and aligned organizations committed to light-duty vehicle electrification, write in support of the recent Budget Trailer Bill RN 26 08632, which would make funds available to establish a new zero-emission electric vehicle (ZEV) incentive program for California customers that are first-time ZEV buyers.

While we recognize that many details need to be finalized, we support the goal and stated elements of the proposed legislation, including:

- Creation of a simple program administered by automakers and able to be deployed as rapidly as possible
- A design for on an "on-the hood," accessible rebate that will appeal to buyers who may otherwise be reluctant to transition into a ZEV

- Flexibility to lease or purchase ZEVs
- Designation of the California Air Resources Board (ARB) to establish the program, given that agency's ample experience administering related programs
- An innovative call for manufacturers to match state funds 1:1 to maximize benefits to consumers in a challenging budget year

We believe that a commitment of state funds to a light-duty ZEV incentive is a smart and necessary investment in a cleaner, more prosperous vision of California's future. This would complement the state's efforts on charging infrastructure, heavy-duty ZEVs, and equity-focused programs, which should be separately funded. For example, a middle-ground rebate of \$4,000¹ would support 100,000 ZEV sales in California, equivalent to roughly 25% of California's ZEV sales in 2025 or, put another way, 100% of second quarter 2025 California ZEV sales².

We look forward to engaging with the administration, legislature, and ARB to help develop program design and secure necessary funding for this program. This investment in ZEV rebates will help California lead the nation in ZEV adoption and hopefully create a model for other states to follow.

Sincerely,

Abigail Ramsden
Senior State Policy Manager
Rivian

Gilbert Castillo
Director, Regulatory Compliance
Hyundai Motor America

Daniel Witt
Head of State and Local Policy
Lucid Motors

Eric Watson
Vice President Sales Operations
Kia America, Inc.

Katelyn Roedner Sutter
California State Director
Environmental Defense Fund

Jamie Pew
Policy Advisor
NextGen California

Daniel Barad
Board Chair
Associate Director, Western States Policy
Union of Concerned Scientists

Lauren Davis
Board Chair
Clean and Healthy California

Cc: The Honorable Gavin Newsom, Governor of California
The Honorable Robert Rivas, Speaker of the California Assembly
The Honorable Monique Limon, President pro Tempore of the California Senate
Senate Budget Committee members
Assembly Budget Committee members
Joint Legislative Committee on Climate Change Policies

¹ [CARB Drive Forward Incentives Workshop, Slide 30, March 24, 2026](#)

² www.energy.ca.gov/news/2025-07/over-100000-zevs-sold-california-second-quarter-2025