



**ENVIRONMENTAL  
ENTREPRENEURS**

[www.e2.org](http://www.e2.org)

March 19, 2007

The Honorable Pedro Nava, Chair  
Assembly Transportation Committee  
1020 N Street  
Sacramento, CA 95814

**RE: AB 493 (Ruskin) – SUPPORT**

Dear Assembly Member Nava and Members of the Transportation Committee:

We are writing on behalf of Environmental Entrepreneurs (E2) to express our strong support for **AB 493** (Ruskin), the bill that will establish the California Clean Car Discount program - a self-financing global warming solution for the transportation sector that will incentivize the purchase of lower-polluting new vehicles and encourage automakers to manufacture cleaner vehicles for California.

E2 is a national, non-partisan organization of business leaders and professionals who support environmental policies based on their economic merits. Over 550 of E2's members reside in California. As business leaders, E2 members recognize that advanced vehicle technology and improved efficiency can help maintain a healthy environment while furthering economic growth.

AB 493 directs the Air Resources Board, with assistance from the Board of Equalization, to establish the Clean Car Discount program - a system of one-time rebates and one-time surcharges on new vehicles, based on the vehicle's emissions of global warming emissions compared to all new vehicles sold in the state, with smog-forming pollutants allowable as an additional factor. Under the program, new vehicles are placed on an emissions spectrum, from lowest- to highest-polluting. Lower-emitting vehicles will earn a rebate while higher-polluting vehicles will be assigned an appropriate one-time surcharge to account for their larger impacts on global warming and air quality. The program includes a sizeable "zero band" of vehicles that will have neither a rebate nor a surcharge.

AB 493 is a creative, non-regulatory, market-based approach to greenhouse gas emission reductions that encourages growth of the clean vehicles market and protects consumer choice. The bill requires models from among virtually all vehicle classes - including SUVs, vans and trucks - to either qualify for a rebate or fall within the zero band. Essentially, this bill will help make cleaner cars more affordable.

California residents want vehicles that meet their needs and do not harm the environment. AB 493 is an incentive-based way to achieve important global warming emissions reduction goals while spurring the market for clean vehicles. We strongly urge your 'aye' vote.

Sincerely,

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Cc: Assembly Member Ira Ruskin

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