

The Calibrate Campaign

Misinformation vs. Facts



The Calibrate media campaign is the auto industry's latest attempt to undermine California's public health goals by creating an artificial crisis and misleading consumers.

Claim	Facts
<p>ZEV sales growth is slowing and has "flatlined," dropping from 40% in previous years to 1% in the last year.</p>	<p>California's zero-emission vehicle market remains strong with 1 in 4 Californians choosing zero-emission models over gasoline-powered cars for the last two years in a row.</p> <p>More than 440,000 zero-emission vehicles were sold in California last year representing 25% market share.</p> <p>From 2021-2023, the market saw more than 40% year-over-year growth, a rapid shift exceeding projections. While growth remained relatively unchanged in 2024 compared to 2023, sales for gasoline-powered vehicles declined by 1% at the same time, making the entire market for California new car sales flat for this period.</p> <p>Periods of limited growth are a typical, expected part of the technology adoption cycle, which has happened three times in the past 13 years.</p>
<p>Car manufacturers will drastically reduce or stop vehicle sales altogether in California if the requirements remain unchanged. If manufacturers scale back shipments, competition will be reduced and prices for all vehicles will increase.</p>	<p>No individual car manufacturer has made this claim publicly or indicated that they will not be able to comply with the current standards and will limit sales or withdraw from the California market. CARB has an open, active dialogue with every affected car manufacturer. Ample flexibility is built into the regulation, and we remain committed to helping them succeed in this effort.</p>

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<p>California has EV infrastructure challenges. California needs 1.2 million public charging stations by 2035 but only has 150,000. Rollout of new stations is not keeping pace, leaving millions of drivers, especially renters and those in multi-family housing without reliable charging options.</p>	<p>California has a coordinated plan and dedicated funding to ensure enough chargers are deployed to meet the needs of EV drivers between now and 2035.</p> <p>This includes investing nearly \$3 billion to accelerate infrastructure deployment, tear down barriers to adoption and improve the driver experience. California’s current network of 150,000 public and shared private chargers is already the largest in the country. More than 500,000 home chargers complement the public network.</p> <p>State funding is focused on deploying infrastructure in hard-to-reach and low-income areas including dedicating tens of millions to build chargers at townhouse and apartment complexes.</p>
<p>Starting this year, California’s Advanced Clean Car 2 regulation will require 35% of all new cars sold to be zero emission. It is not possible to meet 2026 EV sales goals.</p>	<p>This is inaccurate. Sales are on pace and car manufacturers have ample flexibility to meet California’s targets.</p> <p>Manufacturers generate credits by selling ZEVs, and each manufacturer has a unique credit requirement based on their California sales and the ZEV percentage requirement in the regulation.</p> <p>Compliance flexibility and certainty for manufacturers and dealers is built into the regulation. To comply, sales are averaged over a three-year period. Manufacturers can use banked credits from earlier years to meet future requirements and deficits can be carried forward for up to three years if they fall short of the required credits in any given year. Manufacturers can also trade credits with fellow manufacturers.</p> <p>All these elements add up to give manufacturers market certainty and the tools needed to ensure a successful transition to zero-emission vehicles.</p>

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<p>Without adjustments to the current plan, California communities and businesses face significant uncertainty and hardship. Fewer new car sales will result in billions of lost revenue for vital government services, schools, and roads.</p>	<p>This doomsday scenario is based on the false narrative that manufacturers will not take advantage of the flexibility of California regulations and will make extreme business decisions to stop selling or drastically reduce numbers of new cars for sale.</p> <p>Most car manufacturers are on track to meet near-term ZEV sales requirements, and no individual manufacturer has publicly made claims about reducing sales or leaving the California market.</p> <p>For over five decades California has worked closely with the auto industry to ensure that all new vehicle standards are feasible, cost-effective and will not result in disruptions to the new vehicle market, especially with the introduction of ZEVs, which began over 30 years ago. California standards have built in flexibility to adjust to individual manufacturers development timelines.</p>
<p>A rushed mandate disproportionately affects lower-income Californians who don't have access to home charging, can't afford an EV, and now face a shrinking pool of affordable vehicle options.</p>	<p>Gasoline-powered vehicles will be available for sale in California for another decade and plug-in hybrids are part of the solution indefinitely.</p> <p>The state has fully dedicated incentive and rebate programs to help lower-income Californians access zero-emission vehicles including plug-in hybrids.</p> <p>Additionally, the used EV market has seen tremendous growth with previously owned EVs and plug-in hybrids now selling for less than comparable gas-powered vehicles.</p>

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Manufacturers will have to pay fines of \$20,000 for each vehicle sold that does not meet the sales goals.	<p>Manufacturers are only subject to such significant fines and penalties when there is evidence of deliberate, fraudulent, and criminal efforts to violate California laws.</p> <p>Rather, CARB enforces requirements by working with manufacturers throughout the product planning process to ensure they are on track to comply with overall requirements and that new cars meet consumer expectations.</p> <p>All manufacturers, individually and collectively, remain in compliance and no fines have been assessed to date for the ZEV regulation.</p>
Consumers will have fewer and fewer vehicle choices.	<p>Zero-emission choices exist in nearly all major category of cars and trucks. Today, more than 100 models are available. Manufacturers are developing and introducing more new ZEV models every year, expanding range and capabilities in all vehicle segments as consumer interest continues to grow.</p>
Fewer new car options will undermine California's environmental goals by making consumers hold onto older, dirtier, and less efficient vehicles.	<p>California's ZEV requirements are already providing cleaner air in our communities and significant health benefits over and above our states landmark clean vehicle standards. And this will only expand as greater numbers of ZEVs are sold. In over five decades of vehicle emissions controls, there has never been a period where new emissions standards significantly altered consumer buying patterns or drove large numbers of purchases out of state.</p> <p>The regulations are also providing huge benefits to the California economy as well. From bringing large-scale auto manufacturing jobs back to the state to being home to nearly 60 zero emission vehicle-related companies, California leads the nation in ZEV manufacturing jobs, employing thousands of workers across the state.</p>

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Hybrids don't count toward the mandate.	<p>As part of flexibility built into the regulation, plug-in hybrids, which are cars that operate for significant periods of time in electric mode, fully count for the purpose of compliance as well as hydrogen-powered cars.</p> <p>Hybrids are an important technology that helped lay the groundwork for zero-emission technologies. However, hybrids still rely on fossil fuels and emit harmful tailpipe emissions.</p>
ZEV sales deprive local governments of funds needed for vital services.	<p>ZEV sales do not reduce revenues for local governments or vital public services. Sales of ZEVs are subject to same sales taxes as any other new vehicle sale in California. They are also subject higher registration fees to help fund road maintenance.</p>
California should adjust the mandate timeline to align with consumer demand, infrastructure readiness, and market realities.	<p>1 in 4 new car buyers in California is choosing a zero-emission model today.</p> <p>CARB remains committed to continuing to work closely with manufacturers to ensure the success of the program and will extend flexibility to individual companies as needed.</p>