

# Toyota EV Incentive Finder Powered by EV Life Helps Customers Find Incentives, Tax Credits and More

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The screenshot shows a web interface for the Toyota EV Incentive Finder. At the top, there's a navigation bar with links for Overview, Gallery, Features, Specs, Charging, FAQ, Compare, Offers, and Build. The main content area is titled "Imagine the Benefits" and features a white Toyota bZ4X SUV. Below the car, it displays "Up to \$3,000 In potential incentives\*", "XLE FWD 2023", and "\$42,000 Starting MSRP\*". A "Build Your Vehicle" button is visible. Below this, there's a "Calculate your savings" section with a form to update personal details. The form includes fields for Zip Code (97006), Household income (\$60,000), Household size (1), How do you file your taxes? (Single), and Your Electric Utility (PGE). The tool is powered by EV Life.

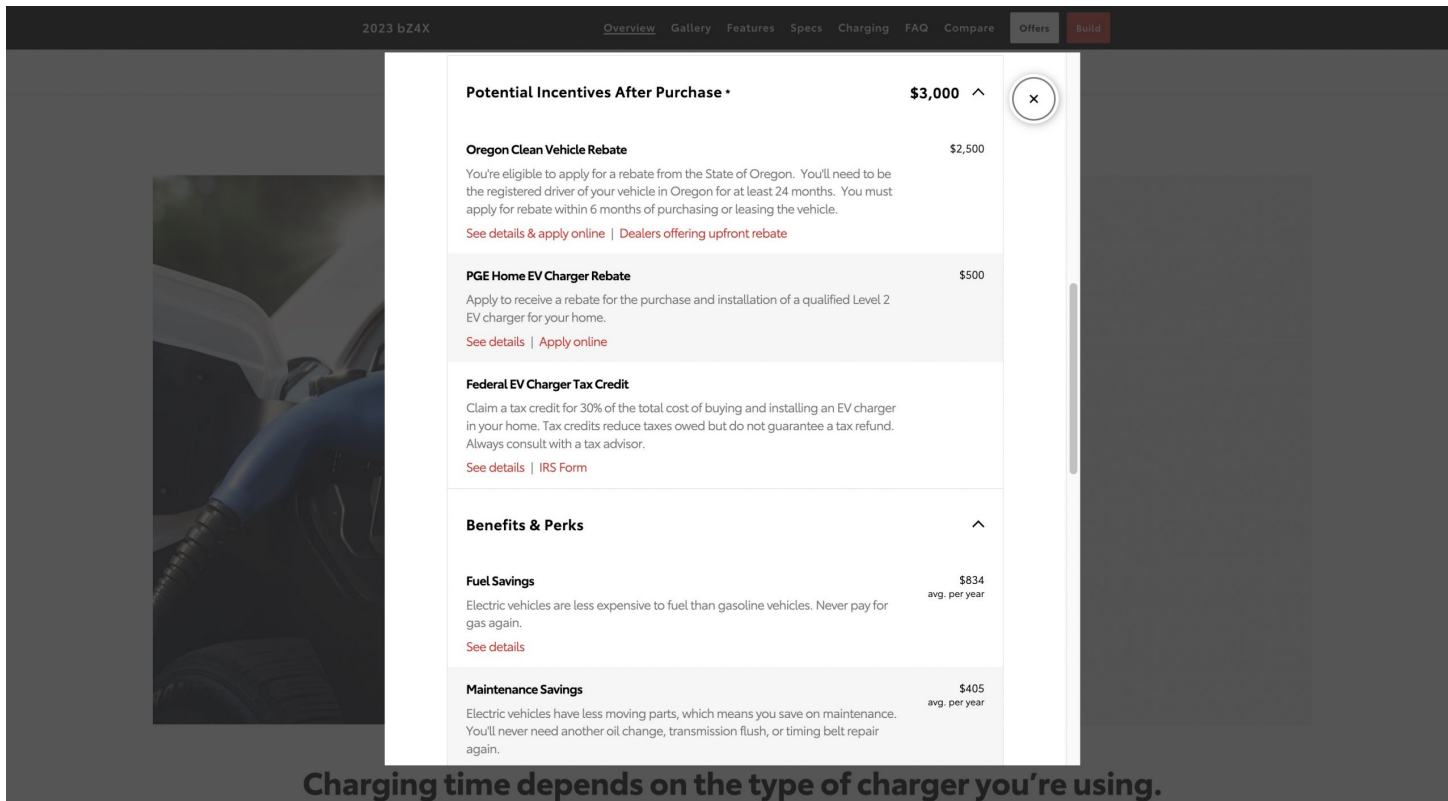
**PLANO, Texas – (Feb. 22, 2023)** – Toyota customers considering the purchase of a new Battery Electric Vehicle (BEV) or Plug-in Hybrid Electric Vehicle (PHEV) have a new tool at their disposal to help find available incentives. Now available on Toyota.com, the Toyota EV Incentive Finder powered by EV Life makes finding federal, state and even municipality incentives much simpler. Using EV Life’s proprietary “Incentives Engine,” Toyota customers will be presented with potential incentives of the available 470+ EV tax credits, rebates, and other benefits like HOV carpool decals and toll discounts.

“We’re excited to collaborate with EV Life to offer Toyota customers a simple tool to navigate the process of finding available incentives on the purchase of a new Toyota BEV or PHEV,” said Michael Moore, general manager, Toyota vehicle marketing. “The Toyota EV Incentive Finder tool is simple to use and aids customers in making an informed decision on which vehicle is best for them. Best of all, they can access the tool on Toyota.com via their phone, home computer, or while at a Toyota dealership.”

Shoppers already spend a lot of time researching their next vehicle purchase. Electric vehicle customers can face

additional challenges navigating different government websites to understand the complex rules and requirements related to tax credits, rebates and incentives. The Toyota EV Incentive Finder, powered by EV Life, can quickly provide available options, offering potential pre-purchase and post-purchase incentives by deciphering which ones may apply to a customer's unique details.

“We're proud to power the Toyota EV Incentive Finder experience, helping Toyota's customers discover all the amazing time and cost saving benefits of driving electric,” said Kevin Favro, EV Life Co-Founder and Head of Product. “Government incentives are not a simple Google search away. They require countless hours of research on complex rules across multiple government websites. We're excited to empower Toyota customers to generate a personalized list of their maximum incentives, in seconds.”



The screenshot displays the Toyota EV Incentive Finder interface for a 2023 bZ4X. The navigation bar includes links for Overview, Gallery, Features, Specs, Charging, FAQ, Compare, Offers, and Build. The main content area is titled "Potential Incentives After Purchase" with a total value of \$3,000. It lists three incentives: Oregon Clean Vehicle Rebate (\$2,500), PGE Home EV Charger Rebate (\$500), and Federal EV Charger Tax Credit. Below this, a "Benefits & Perks" section highlights Fuel Savings (\$834 avg. per year) and Maintenance Savings (\$405 avg. per year). A caption at the bottom reads "Charging time depends on the type of charger you're using."

Incentive	Amount
Potential Incentives After Purchase	\$3,000
Oregon Clean Vehicle Rebate	\$2,500
PGE Home EV Charger Rebate	\$500
Federal EV Charger Tax Credit	
<b>Benefits &amp; Perks</b>	
Fuel Savings	\$834 avg. per year
Maintenance Savings	\$405 avg. per year

Using the Toyota EV Incentive Finder powered by EV Life, customers can input data specific to their location, household size and income, tax filing details, electric utility and more into the tool. Within seconds the tool generates a quote for potential incentive packages, based on EV Life's 20-plus data points across every zip code in the country. Available now, Toyota customers can locate the Toyota EV Incentive Finder tool by visiting the vehicle pages for the bZ4X battery electric vehicle (BEV), as well as the respective pages for Toyota plug-in hybrid electric vehicles (PHEV) including the [Prius Prime](#) and [RAV4 Prime](#).

In addition to providing incentive quotes, the tool also includes additional information from EV Life highlighting the benefits of switching from a gas vehicle to an electric vehicle. This includes details such as average annual savings on fuel costs and maintenance, as well as the estimated amount of carbon that can be reduced, and more.

For more information, please visit [Toyota.com](https://toyota.com).