



HVIP Dealer Success Story



Velocity Truck Centers Fontana, California

Velocity Truck Centers is a subsidiary of global company Velocity Vehicle Group, which operates more than 75 locations across seven states. As one of the largest Freightliner dealers in the United States, Velocity Truck Centers plays a major role in serving the commercial vehicle industry.



Danny Ruano: Putting HVIP to Work

As a customer success manager at Velocity Truck Centers in Fontana, California, Danny Ruano has made a significant impact on the business through enthusiastic advocacy for the [Clean Truck and Bus Voucher Incentive Project \(HVIP\)](#). He has worked with the City of Los Angeles, the Los Angeles Unified School District, Southern California Edison Co., Disneyland®, other Fortune 500 companies, and local cities and school districts.



“Sometimes I’m driving around L.A. with my two-year-old daughter, and she points out trucks, and it’s cool when I can say I helped put that truck on the road.”

- Danny Ruano, Customer Success Manager,
Velocity Truck Centers



Introducing HVIP to New Customers

When Danny begins a conversation with a prospective customer, they typically have little to no knowledge of HVIP vouchers or the application process. In his role at Velocity, Danny proactively pitches the HVIP program's benefits and guides new zero-emission vehicle (ZEV) buyers through the voucher application process. Danny said he can offer more ZEVs to more customers because of the funding HVIP vouchers unlock.

HVIP vouchers offer point-of-sale savings ranging from **\$10,000 to more than \$100,000 per vehicle**, depending on the vehicle type and the recipient's business type. Danny Ruano said his dealership has helped fleets save millions of dollars through the HVIP program, with much of the funds benefiting small fleets and municipalities.



Danny emphasized that HVIP vouchers can offer tremendous value to public and private organizations, whether small fleet managers, business owners, or government agencies and municipalities.

Danny said the top benefits he shares with clients who are interested in participating in HVIP include:

- 1** Increased buying power through significant point-of-sale savings on new ZEVs
- 2** No scrapping of existing fleet vehicles required
- 3** Meet new emission standards mandates while staying within budget

Danny relies on information provided by the California HVIP website, but said experience with the program is an advantage. He has become well-versed in the program's processes and can carefully guide customers through the application process, ensuring they understand the program's compliance requirements, timelines, and resources to support their success with vouchers.



"HVIP has been a positive experience for us. It's helped customers expand the types of vehicles they can consider and bring cleaner vehicles into their fleets," Danny said. **"We love seeing customers take delivery and put these trucks to work."**

HVIP Impacts a Customer's Bottom Line – What About the Dealer's?

HVIP-supported sales led to a seven-figure increase in sales for Danny's dealership in 2025. The program helped the dealership handle larger purchases of zero-emission trucks and buses and strengthened how customers view the Velocity Truck Centers brand. Danny said it also creates opportunities to introduce other products and services, supporting long-term relationships with customers. Participation in the program helps customers save money while also boosting the dealership's bottom line. **"That's why we love HVIP — it boosts sales."** Danny added.



ZEVS Danny's Customers Are Buying

- 1 Trucks, Weight Classes 2B-8
- 2 Buses, school and municipal vehicles
- 3 Utility service trucks
- 4 Refuse collection trucks

Danny said he considers every customer relationship a long-term one and attributed his dealership's size and success to relationship-building efforts. That's why he is enthusiastic about offering the HVIP voucher program to both new and existing customers.

Helping customers access ZEVs positions the dealership as innovative, aligned with leading-edge offerings, and thinking ahead of the game. Danny describes seeing his customers' delight when they were able to afford the latest ZEV technology on the market because of HVIP vouchers.

The sleek, modern, tech-enabled trucks can offer the "wow factor" that helps clients remember a positive buying experience and want to return, Danny said.

Fueling an All-ZEV Small Fleet Start-up

Danny recently helped a customer purchase five trucks using HVIP, helping launch a small fleet of 25 all-electric trucks. The tech-forward trucking carrier serves shippers and third-party logistics providers with the promise of **“No fuel price excuses.”** Danny said the deal required a major investment of his time to push through to the end, but because of funding made possible by HVIP vouchers, he was able to deliver seven-figure savings to the customer. **“The reason they bought them from us was that I was able to get millions in grants for them.”**



Enhancing Communities, One Truck at a Time

Danny said HVIP has another important benefit that amplifies the program’s total impact: it helps customers buy trucks that improve air quality and quality of life in their communities. Some customers may think that the higher upfront costs of ZEVs put them out of reach, but the HVIP program reduces the purchase price and puts more ZEVs on the road in California.

For government agencies and municipalities, emission-reduction mandates can come with a price tag, but HVIP helps lower those costs by providing vouchers that free up funds in local budgets. Danny said that many school districts are either subject to new laws or are simply aiming to switch to battery-electric buses. Refuse trucks are also increasingly transitioning their fleets to ZEVs, in part due to funding made available through HVIP.

With so many customers showing interest in transitioning to ZEVs, dealers like Danny see tremendous opportunities to enable sales that wouldn’t otherwise happen due to budget constraints.

“We had two deals recently that wouldn’t have happened without HVIP,” Danny said. “It increases the customer’s buying power—they generally wouldn’t be able to step into a \$500,000 battery-electric truck and a \$100,000 DC charger and stay within their budgets.”



Interested in becoming an HVIP-approved dealer? Get started [here](#).

FIND OUT MORE

Visit www.californiahvip.org to learn about funding opportunities and how to become an HVIP-approved dealer.

VISIT US AT

www.californiahvip.org

QUESTIONS?

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