



Our Mission is to support the efforts of our members in driving the adoption of electric mobility technologies by Canadians as key means of achieving sustainability in transportation and to position Canada as a global leader in developing and implementing electric mobility in all modes of transport.

February 2011

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News from EMC

Upcoming EV 2011 VÉ Conference (Toronto, September 26-29, 2011) – Calling for Speakers!

If you can or if you know someone who can contribute to one of the 15 sub topics below, please email us your recommendations by **March 4, 2011**, indicating the following information. The conference secretariat will contact the individual and take it from there.

- Session Name (i.e. A2)
- Potential speaker
- Organization
- Telephone
- Email address

By email: ev2011ve@emc-mec.ca

By phone: 514-287-1070 ext. 334

Thank you for your support!

Proposed Themes and Sub-themes:

A. End Users

Investigating the expectations, requirements and experiences of end users of electrified vehicles

1. What are the public perceptions of the electric vehicles?
2. What are the fleet perceptions of the electric vehicles?
3. Experience of Canadian and other demonstrations to date.

B. Vehicles and Components

This track reviews the benefits of EVs, spanning from light-duty to heavy-duty, and off-road to industrial. Additionally, it will also review the impact of operating conditions on design and operation of EVs, only to complete by discussing the role of Canada in the design, supply and manufacture of these vehicles.

1. Where are the opportunities for light-duty, heavy-duty, off-Road, industrial, and space EVs?
2. What specific operating conditions are of particular importance when designing and operating electric vehicles (incl. all types of vehicles)?
3. Will the vehicles and components be made in Canada? Should they be?
4. Will the vehicles be designed in Canada?

C. Grid and Interface

This track reviews charging infrastructure and management, electricity production pathways, the current status and initial successes or challenges of the standards.

1. Where are the electrons?
2. How will charging being managed in Canada?
3. Codes and Standards – How are they working?

D. Implementation Strategies

This track will provide an opportunity for leaders in the various fields to discuss the implementation strategies in detail.

1. What is the influence of public policy? (examination of ideal policies, present policies and do-nothing policies)
2. Why EVs? (Climate Change, Peak Oil, Security, Air quality, Productivity)
3. What's my role? (Industry/Feds/Provincials/Cities/Utilities/NGOs /Community Clubs)
4. What are the team approaches? (evTRM, committees, coalitions)
5. Where will Canada lead?

OEM – Utilities Position paper “Driving the early adoption of electric vehicles in Canada”

This position paper was submitted to the Federal Government in December 2010 and we are now doing follow up with the departments. We hope that the March Federal budget will contain some of our recommendations.

Proposed position paper aimed at government support for the Canadian EV Industry

Approved by the EMC Board on February 15, this position paper was sent out to appropriate Departments in Ottawa, and meetings will be held with Industry Canada in early March. A group of EMC industry members drafted this paper to shed light on the much-needed support for the Canadian based EV industry (supply side). It identifies near term government actions that will help develop, support and grow a domestic-based value-added electric mobility industry in Canada. A full copy of the paper is on our web site at www.emc-mec.ca/en/publications.php. Publication title is “Electric Mobility – A Canadian Industry Perspective”.

For more information, please contact:

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Webinars on Business Opportunities in EVs

With the financial support of NRC's IRAP, three webinars were held in January. Two in English and one in French. Over 150 persons participated. The evaluation results showed that the vast majority felt the webinars met or exceeded their expectations.

Update of EV Resources Directory

With funds provided by NRCAN, we are preparing an online directory of EV resources in Canada that will allow information to be submitted online. EMC members will be recognized in a special way in this publication. Work is to be completed before the end of March and is being done for EMC by the Centre national du transport avancé in Saint-Jérôme, QC under the supervision of Sylvain Castonguay.

Agreement with DFAIT on EV industry export activities

The Department of Foreign Affairs and International Trade has requested EMC to gather a directory proposal to be used by their trade commissioners around the world. The project will be completed by the end of March 2011 and will be sent out to DFAIT and their worldwide trade commissioners.

News from Members

First EVs making their way to European customers

The Independent – February 4, 2011

Nissan has confirmed that the first shipment of Nissan Leafs in Europe arrived in the United Kingdom on February 3. The cars, which are among the first global mass-produced electric vehicles, rolled off a specially-constructed fuel efficient car carrier and will be distributed to the Leaf's first customers in the UK and Ireland in the coming days.

<http://www.independent.co.uk/life-style/motoring/first-evs-making-their-way-to-european-customers-2204209.html>

Nissan says Lead orders met by end-summer

Reuters – February 8, 2011

Customers registered to buy a Nissan Leaf electric car will take delivery before this summer is over, Nissan Motor Company Ltd's U.S. sales chief, Brian Carolin, said on Monday. Nissan delivered fewer than 20 Leaf cars in the first month of sales in December and

another 89 in January. "We're now in the process of ramping up. Production is going to be peaking up in March and April, so we're pretty confident we are going to satisfy all of the orders we are going to get" by the end of summer. Nissan took in 20,000 reservations for the Leaf as of last September, three months ahead of meeting that reservations target. So far, almost all of the Leaf cars sold have been delivered in Northern California and the Pacific Northwest. Nissan will expand sales after getting a foothold in the West.

<http://www.reuters.com/article/2011/02/08/us-nissan-leaf-idUSTRE71707V20110208>

Azure Dynamics Signs Sales/Service Agreements With 76 Dealerships

Oak Park, Michigan – February 8, 2011

Azure Dynamics Corporation announced that it has signed agreements with 76 additional dealerships to represent Azure's innovative products including, the Transit Connect Electric and the Balance Hybrid in key markets across North America. The new agreements bring the total number of dealerships in the Azure program to 103. Azure previously announced dealerships in major markets including Boston, Los Angeles, Edmonton, Miami, Milwaukee, Minneapolis, San Antonio and Toronto.

<http://www.azuredynamics.com>

Hydro-Québec's executive vice president of technology awarded medal

Montréal – February 9, 2011

Hydro-Quebec's Elie Saheb was awarded the medal of the Academy of Technologies on January 31, 2011 in Paris, France, recognizing his engagement and solid contribution in the evolution of technologies in a success filled career. Mr. Saheb is the lead researcher in battery technologies at Hydro-Quebec's research centre. <http://www.hydroquebec.com>

Darryl McMahon was elected President of the Electric Vehicle Council of Ottawa

Electric Mobility Canada has learned that Darryl McMahon was elected President of the Electric Vehicle Council of Ottawa in early February. Darryl has been a strong advocate for electric traction for many years and is a member of EMC. Congratulations Darryl.

For more information, please contact:

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Other EV Accelerators

Getting to Obama's goal of 1 million electric vehicles: *Reuters – January 27, 2011*

President Obama reiterated his goal of being the first country to put 1 million electric vehicles on the road by 2015, a plan he first put forth in 2008. The Obama administration proposes to reach that goal by planning to support Advanced Technology Vehicles, focusing on three principal areas: transform the current EV tax credit into a \$7,500 instant rebate; new R&D investments in electric drive, batteries and energy storage; and community competitive grants to spur EV infrastructure investment.

<http://www.reuters.com/article/2011/01/27/idUS198237915720110127>

Electric cars have short window to make impact:

San Diego Tribune – February 1, 2011

The plug-in car effort that has automakers worldwide putting battery-powered models in showrooms must make an impact in the next few years, or it may fizzle like earlier attempts, an industry expert said. "We have until about 2015 for electric vehicles to be successful," said Mark Duvall, director of electric transportation for the Electric Power Research Institute. The ingredients for success, he said, are there. Carmakers are putting out real cars that can go the distance without using gasoline. Utilities are gearing up to integrate the demands of charging those cars into their grids. And customers are showing interest. And there's political support, too. However, adding electric vehicles still faces a challenge because they could easily become the biggest user of electricity in any given household.

<http://www.signonsandiego.com/news/2011/feb/01/electric-cars-have-short-window-to-make-impact/>

Market for lithium ion batteries expected to reach \$43 billion by 2020: *Marketwire – February 8, 2011*

The market for lithium ion batteries has grown to \$11 billion (2010) and is expected to reach \$43 billion by 2020, according to Amadee + Company's new report "The Future Of Lithium Ion Batteries: 2010-2020 Analysis And Forecasts." Up to now, the lithium ion battery market has been predominantly consumer (90% as of today), but new, diversified applications and ESS (Electrical Storage Systems) are expected to provide the new growth engines. As a result, the lithium

ion market landscape will undergo a profound change, bringing huge increases in demand, profits in the billions of US dollars and competitive upheaval, the report says.

<http://www.marketwire.com/press-release/Market-for-Lithium-Ion-Batteries-Expected-to-Reach-43-Billion-by-2020-1392013.htm>

Ready, set, charge: Fast EV power stations to roll out soon: *Chicago Tribune – February 10, 2011*

Chicago awards contract to install 280 electric vehicle charging stations in city, suburbs by end of this year.

The city of Chicago has awarded a \$1.9 million contract to a California firm to install 280 electric vehicle charging stations in Chicago and surrounding suburbs by the end of 2011. The contract – paid for with equal state and federal dollars though a grant from the American Recovery and Reinvestment Act – means the city has cleared a major hurdle on the road to widespread electric vehicle adoption.

<http://www.chicagotribune.com/classified/automotive/autoshow/ct-biz-0210-electric-stations-20110210,0,6734933.story>

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