



# Meeting with BC Government

## Electric Mobility Canada

March 5, 2014

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# EMC Vision & Mission



## Our Vision

- Working together to move Canada's transportation systems to electric traction

## Our Mission

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

**Focus on Working with Key Stakeholders to Accelerate EV Adoption**

# EMC BC Membership



**National Organization with Broad Membership in BC**

# EMC Auto Membership

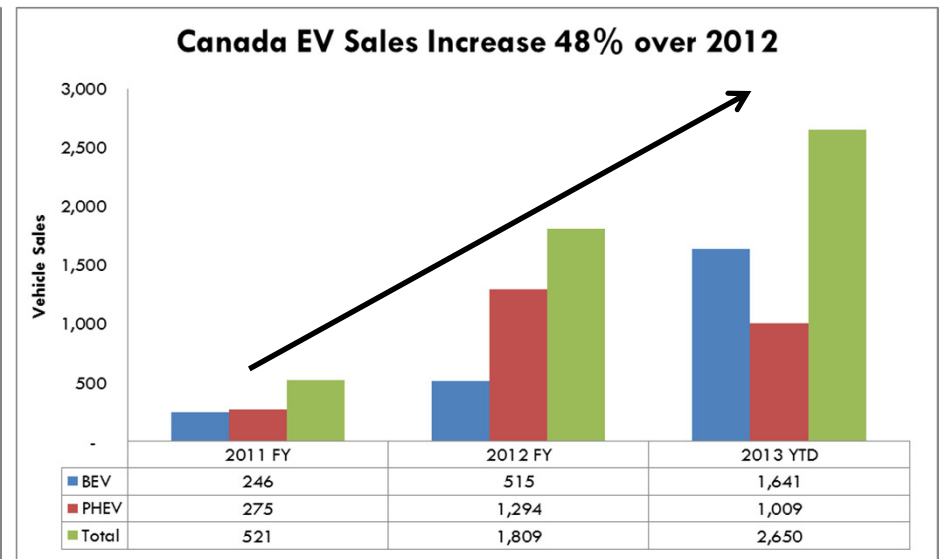
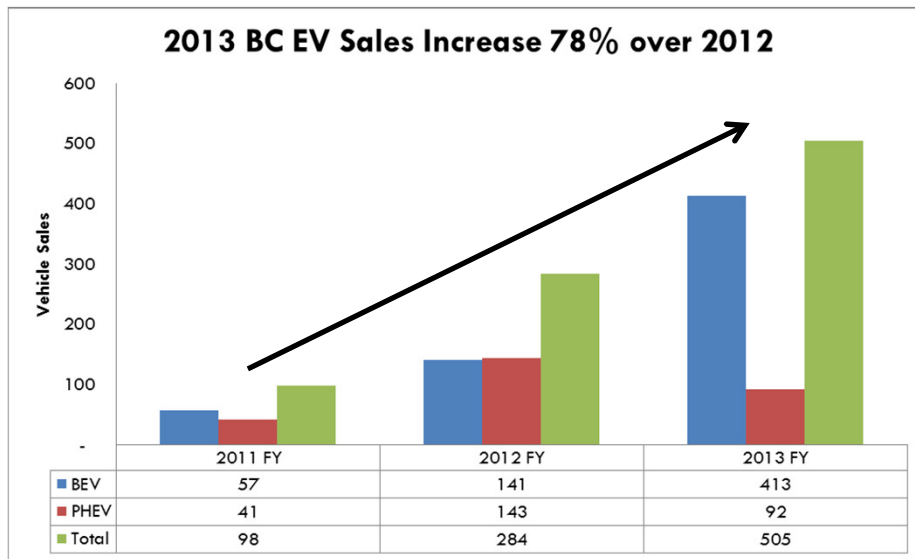


Automotive Partners



National Organization with Broad Membership in Auto Industry

# 2013 EV Sales Update



**Strong Start to EV Adoption in BC and Canada**

# What EV Customers are Saying



Many customers replaced another vehicle in the household with a new EV

All buyers wanted to reduce their carbon footprint

“Going Green” is a top purchase motivator for most EV customers

The majority of EV customers say they would not have purchased an EV if no financial incentives were available

**EV Incentives Continue to be Fundamental to EV Sales**

# Importance of EV Adoption in BC



EVs build domestic load for BC's hydroelectric capacity

EVs support BC's commitment to carbon reduction and The Climate Action Plan

EVs provide BC families an opportunity to save by spending less on transportation costs

Adoption of EVs reduces the need to import gasoline retaining dollars in BC

Continued support for the CEV program supports provincial businesses in advanced vehicle technologies including CNG and FCEV.

Continued support for the CEV Program supports BC's future energy leadership strategy including LNG

**EV Adoption Supports Key BC Priorities**

# EV Business Environment



## EV Availability

- Largest amount of models available coupled with the highest level of consumer interest in EVs ever

## Incentives

- US proposing to increase federal levels from \$7K to \$10K, Norway EV success continuing
- Ontario continuing, Quebec extending for 3 years
- BC currently exploring options for CEV

## BC Major Events

- Vancouver International Auto Show with Green Ride & Drive March 25–30, 2014
- Vancouver to host Canada's EV Conference & Trade Show October 28–30, 2014

## BC EV Stakeholders

- Provincial stakeholders have invested time and resources to support BC's EV strategy including: govt departments, environmental organizations, utilities, dealers, consumer groups, and construction groups

**BC Stakeholders Are All Working to Support Provincial EV Strategy**



## Q&A - Discussion