

April 2016

Electric Mobility Canada's Supply and demand policy

The strategy to increase demand is the top priority to address before imposing additional requirements on retailers, consumers and automakers (see [Roadmap for accelerating the deployment of electric vehicles in Canada](#)).

The introduction of regulations should not be considered without analyzing the adequacy of demand policies adapted to each jurisdiction, and without an extensive review on how it will impact the sector as a whole.

EMC represents the complete value chain of the EV industry. The association wishes to be part of discussions on any development of policies aiming at accelerating transportation electrification. EMC wishes to share its knowledge, and share the results and considerations, included in its Supply and demand policy analysis.

When the development of ZEV mandates are on the agenda of provincial governments, EMC wants to be part of the consultation process. EMC's objective for a supply and demand side policy is a reasonable and a balanced legislation.

EMC would intervene to help determine the successful conditions of a regulation such as a ZEV mandate that could help increase EV sales by:

- growing demand
- planning a smooth transition period taking into account the existing and predicted market share
- promoting the introduction of new EV models
- increasing sales of existing EV models available in Canada
- avoiding a shock in the market