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Electric Mobility Canada Newsletter

April 2011

April Issue

New Members
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Contact Us

**Al Cormier, President & CEO
Electric Mobility Canada**
Suite 309, 9-6975 Meadowvale
Town Centre Circle
Mississauga, ON
Canada L5N 2V7

T: 416.970.9242
F: 905.858.9291
E: al.cormier@emc-mec.ca
WWW: www.emc-mec.ca

EMC Invites You...

EV 2011 VÉ Electric Vehicles Conference and Trade Show

September 26 to 29, 2011
Allstream Centre
Toronto, ON Canada

Click [here](#) for sponsorship opportunities.

Be the change!

Join EMC, Canada's most powerful clean transportation industry association.

Click [here](#) for the Membership Application Form and details of membership categories and annual fees.



President's Corner

QUEBEC IS GETTING READY.

Getting ready for the arrival of electric vehicles (EVs) is not a simple task. There are technical issues such as standards for the interface between the vehicle and the grid, amending building codes to require electrical outlets in garages, safety standards for these outlets, assessing the impact on the electrical grid, demonstrating the performance of EVs in Canadian conditions etc. In addition, there are financial issues faced by consumers having to assume the extra costs of EVs. Not to be forgotten is the extension of EVs beyond light duty vehicles such as public transport buses. Addressing these issues requires comprehensive policies and programs at all levels of government. On April 7, the Quebec Government announced a series of measures and programs aimed at addressing these issues and moving the province to the #1 spot in North American jurisdictions preparing for electric vehicles. Their actions make imminent sense for a province that spends \$14 billion in oil imports and has an abundance of clean and cheap electricity.



EMC congratulates the Quebec Government for this comprehensive program. Critics would say that the program needed more robust funding to achieve its goal. EMC member Hydro-Québec was instrumental in the design of the program and will play a pivotal role in its implementation. EMC hopes that the annual reviews of the program will introduce necessary amendments in funding and other criteria to not only accelerate the momentum created but also reinforce the program where needed to achieve its important goal - 20% of new car sales to be electric by 2020. Quebec residents have often led other Canadians on environmental actions and hopefully they will take full advantage of the various elements of the new program. For full details, click [here](#). Other Canadian jurisdictions, at all levels, are now challenged to either initiate new support programs or strengthen existing ones. Action is needed across the country to make Canada ready for electric vehicles.

[Click to connect with Al Cormier.](#)

New Members

EMC is pleased to welcome the following new members:

Capgemini Canada Inc. (*industry member*)
200 University Avenue, Suite 1100
Toronto, ON M5H 3C6
Website: www.ca.capgemini.com
Gord Reynolds, Practice Leader
Tel: 416.365.4416
Email: gord.reynolds@capgemini.com
Professional services: Management and IT consultants, project management, system integration, organizational change management.

Magna E-Car Systems
375 Magna Drive
Aurora, ON L4G 7L6
Website: www.magna.com
Jim Parrott, Assistant Chief Engineer and Program Manager
Tel: 647.967.4308
Email: jim.parrott@magnaecar.com
Magna E-car Systems, a partnership between Magna International and the Stronach Group, serves as the gateway to Magna's diversified range of hybrid and electric vehicle capabilities. Magna E-Car Systems delivers innovative solutions for future mobility while increasing current capabilities, which include the ability to develop, manufacture and integrate a wide range of hybrid and electric vehicle products and total vehicle systems.

Eco-Trans
4763 Grosvenor
Montreal, QC H3W 2L9
Website: www.estartrucks.com
Jules Gagne, President
Tel: 514.668.7891
Email: jgagne@eco-trans.qc.ca
Eco-Trans is a Strategy Consultant firm whose mission is to assist organizations in their transition to sustainable strategies and activities. Eco-Trans principals have long been active in the public transit field, where they provide management resources and tools to accelerate the design and implementation of strategic projects. Among its professionals are former senior managers of the STM. Eco-Trans works in close collaboration and complements clients' internal resources and of engineering and urban planning firms.

[For a complete membership directory, click here](#)

News from EMC (as of April 27, 2011)

Federal Election 2011

The March 22 budget proposed by the Conservative Government included several proposed program funding that could have been directed to electric mobility. With the call of an election for May 2, this budget was not implemented and whatever government is elected will deliver a new budget soon after the election. During the week of April 4th, EMC sent an email blast to all Members of Parliament at the time of dissolution, reminding them of the benefits of electric mobility and of the proposals we had made to them at the end of 2010. EMC's Government Relations Committee, chaired by Ian Forsyth of Nissan Canada, will plan a post-election strategy to deliver the needed messages to the newly elected government. EMC is now submitting EV information to senior officials in key federal departments for inclusion in the briefing books being prepared for the Cabinet that will take over after the May 2 election.

EV 2011 VÉ Conference and Trade Show

Our 2011 Conference and Trade Show will take place in Toronto September 26 to 29, 2011. EMC is pleased to welcome Ontario's Power Workers' Union as its first confirmed conference sponsor. The Program Committee received over 100 suggestions for technical speakers and they are now submitting abstracts for evaluation. A preliminary program is expected in a few weeks. Trade Show bookings have started. Please keep in mind that the 'early bird' conference registration rates will end on June 30, 2011. Learn [more](#).

Ontario Budget

March 29, 2011

While the March 29 budget of the Ontario Government did not contain new measures for EVs, it did maintain the financial incentives announced earlier. These incentives include up to \$8,500 for purchasing or leasing EVs.

Working Groups of Utilities on PEV Readiness

EMC has launched a national working group of utilities interested in dealing with key issues now facing, or soon to face, as electric vehicles arrive in their service area. After a number of conference calls, 18 issues were identified for study at this time. On April 20, EMC proposed a work plan and budget on how to deal with these issues in a manner that will provide the needed information for utilities to make technical and policy decisions at their level. Cross Chasm of Waterloo, ON, has been selected as the consultant to research and assemble the needed information for review by the utilities. As soon as the utilities have a chance to confirm their participation in the process, work will begin. This project demonstrates the willingness of utilities coast to coast to collaborate on items of mutual interest. EMC is pleased to be able to facilitate the process.

Defining and Supporting the Canadian EV Industry

Two new EMC initiatives are underway with the Federal Government. The first deals with Industry Canada. In response to their request, EMC proposed a framework to allow a definition of exactly what is the Canadian EV industry and what supports it needs from Ottawa. EMC hopes to be actively involved with Industry Canada soon to execute this work. The second initiative is with the Department of Foreign Affairs and International aimed at identifying the exportable EV products from the Canadian EV industry, the countries to be targeted and the strategies to use. This report is expected to be completed before the end of April, 2011.

Electric Vehicles Technology Roadmap (evTRM)

The work of the evTRM Implementation Committee is coming to an end. The roadmap report identified 21 strategic initiatives to accelerate EV development in Canada. The Implementation Committee identified nearly 30 actions necessary to move on these initiatives, including who should take the action. Of these, 12 have already been submitted and adopted by a high level industry-government committee at its January 28 meeting in Ottawa and assigned to various government departments or to EMC for implementation. This Committee will meet again in May to deal with the remaining actions. Some of the actions are directed at industry and many at the federal government. EMC members will be offered the possibility of remaining involved in the process of implementing these actions which include technical, policy and program actions to deliver on the roadmap initiatives. Learn [more](#) about the status report.

Building Code Provisions for EVs

It is common knowledge that infrastructure improvements are needed to welcome EVs. This will involve amendments to the building codes at all levels of government for new construction and for retrofits. In addition, provincial electrical safety authorities have to prescribe the requirements to install either provisions for EV chargers or actual chargers. EMC started the process with a letter to the National Research Council who manages the National Building Code, the model for other jurisdictions to follow. We have also opened dialogue with the Canadian Condominium Institute to ensure that condominium managers and boards do not shut out EVs in their parking facilities. Much work remains to be done in this area at all levels of government and with electrical safety authorities.

NPVI Webinar

April 12, 2011

As you may recall, EMC entered into an agreement with the Washington based Electric Drive Transportation Association (EDTA) to partner in the development of the National Plug-in Vehicle Initiative (NPVI). This initiative contains a variety of measures, including a large web site where customers, media, policy makers, industry, utilities and others can find the information they need to make purchasing, technical or policy decisions. Given that this information is basically identical in both Canada and the USA, partnering in this initiative made sense. However, there had been insufficient interest from Canadian industry and utilities in submitting their information on the NPVI web site www.GoElectricDrive.com. A conference call on April 12 brought together over 25 EMC members with the NPVI Project Director to get a better understanding of the project and its potential. Chaired by BC Hydro's Mark Phillips, the conference call participants resolved to collaborate in submitting information to the web site.

Canada's On-line Directory of Electric Mobility Resources

Electric Mobility Canada (EMC) is pleased to make this Directory of Electric Mobility Resources in Canada available to its website visitors. Electric mobility is a fast growing sector of the automotive industry and we are dedicated exclusively to its promotion.

EMC is grateful that Natural Resources Canada provided financial assistance in early 2011 to organize and implement this on-line directory. EMC collaborated with the National Centre for Advanced Transport/Centre National du Transport Avancé (CNTA) in designing this directory. The information included in the current version of the on-line directory is adapted from a 2008 publication as well as from the existing EMC membership listing. The directory has a search capacity to assist in finding organizations by name, function or product/services provided. **You can update your information on-line.** We encourage you to do this on a regular basis to update your profile. You will note that EMC members are recognized with the EMC logo on their page. To view the English directory, click [here](#), where you can access the directory as well as the **on-line updating** function.

[For further information on news from EMC, please contact Al Cormier](#)

News from Members

The Electric Vehicle Council of Ottawa will be holding its annual Electric Vehicle Expo at the National Museum of Science and Technology, on Saturday May 14, 2011 from 10:00 a.m. to 4:00 p.m. Free admission and parking. Exhibitors should contact [Darryl McMahon](#) for more information.

Azure Dynamics Appoints New Exec VP

March 30, 2011

Azure Dynamics Corporation announced today that it has appointed Peggy Trosser, 45, as its Executive Vice President, Sales, effective today. Reporting directly to Scott T. Harrison, Azure Dynamics Chief Executive Officer. Prosser will be responsible for accelerating customer and revenue growth, sales strategy development for market leading commercial vehicles, overseeing the expansion into new markets throughout North America and Europe, and achieving greater penetration within existing markets. For more information, see www.azuredynamics.com.

EV Unveiling at Vancouver Auto Show

March 29, 2011

The electric car charger is the new must-have accessory at this year's Vancouver Auto Show, but going green won't be cheap. Canada's major car manufacturers chose Vancouver to unveil their first mass market electric models Tuesday, giving consumers an inside look at what the future holds. The 2012 model year vehicles will hit B.C. showrooms this fall. But while the cars are great for the environment, they are a little harder on your wallet. The Mitsubishi i MiEV - short for Mitsubishi Innovative Electric Vehicle - goes for 135 kilometres on a seven-hour charge and will sell for around \$35,000. The Nissan Leaf, which goes 160 kilometres per charge, will cost \$38,400. The larger Chevrolet Volt has a backup gas engine that kicks in after 65 kilometres. It will be priced in the mid-\$40,000's. Tomoki Yanagawa of Mitsubishi Canada says its new vehicle will save the driver a considerable amount. "The cost to drive per kilometre is less than one cent," he said. Learn [more](#).

Azure Dynamics Breaks Into European Market

April 6, 2011

Deploying the same successful distribution strategy utilized in North America, Azure Dynamics Corporation announced that it has named RohneSelmer Company AS in Oslo, Norway as its first official European dealership for sales and service of the Transit Connect Electric van. The dealership has placed an immediate order for 38 Transit Connect Electric vans, bringing its total to 58 orders. RohneSelmer supported Azure's inaugural Transit Connect Electric sales of 20 vans to Post Norway and has extensive sales and service support experience of battery electric vehicles in its three locations in and around Oslo. RohneSelmer is a family owned business with over 75 years history as a Ford dealer.

STDC Grant to eCamion

Sustainable Development Technology Canada approved a grant to eCamion Inc. of Toronto, Ontario for a project titled, "Smart Grid Community Lithium-Ion Battery Solution for Utility Energy Storage Project." In this project, eCamion is part of a consortium including Dow Kokam, Toronto Hydro Electric System and the University of Toronto Centre for Applied Power Electronics (CAPE). This project aims to integrate eCamion's lightweight, high energy density 750kWh Li-ion battery energy storage system, using Dow Kokam's proven lithium ion technology into Toronto Hydro's existing electricity power grid. For more information, contact eCamion at www.ecamion.com

City of Toronto Plans for EVs

As part of its planning process to become EV ready, the City of Toronto held a consultation session with a wide variety of stakeholders on April 11, 2011. As part of the City's Sustainable Energy Action Plan, city officials welcomed input from a wide variety of stakeholders and will continue this dialogue as they formulate their action plan for EVs.

Other EV Accelerators

March 30 Leading by Example with the US Federal Fleet

The US Federal government operates more than 600,000 fleet vehicles. They have already doubled the number of hybrid vehicles in the federal fleet. Today, the President is calling for administrative action directing agencies to ensure that by 2015, all new vehicles they purchase will be alternative-fuel vehicles, including hybrid and electric vehicles.

Brushless Wants No Oil-Fuelled Cars in Cities by 2050

March 23, 2011

The European Commission plans to step up its battle against oil- and gas-fuelled cars, and is drawing up strict targets to halve their urban usage by 2030 and "phase them out by 2050," according to an EU road map on transport published on Monday (March 28) and seen by EurActiv. Oil is still the fuel for 96% of EU transport. Electric and clean cars are still a niche in the EU market. However, a study by forecasting company IHS predicts that the global market share of electric vehicles in new car sales could hit 20% by 2030. These objectives will play an instrumental role in achieving the more comprehensive target of cutting CO₂ emissions from transport by 60% by 2050. Currently, a quarter of EU greenhouse gas emissions come from transport. The Commission is therefore proposing an ambitious plan which eyes significant reductions of emissions especially in road transport, while it intends to increase rail traffic, on the grounds that is by far cleaner and more environment-friendly. Learn [more](#).

Something to Add? Send Us Your Ideas Today!