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## Electric Mobility Canada Newsletter

September / October 2011

### September / October Issue

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### 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.

### EMC Sponsor

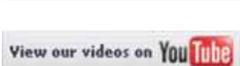


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### Join the Conversation!

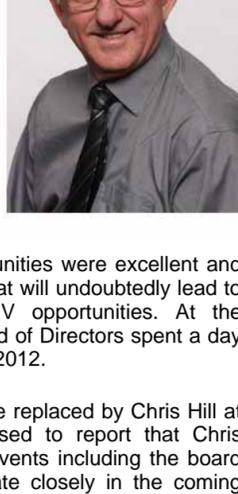
Be the change! Join EMC on Facebook, Twitter, YouTube or connect with Al on LinkedIn.

**Be sure to like our NEW Facebook Page!**



### President's Corner

We just finished a very successful annual conference and trade show. EV 2011 VÉ was a success on many fronts. Over 400 delegates participated in a wide variety of plenary and breakout sessions, covering key topics of importance to the adoption of EVs in Canada. Special sessions allowed academics to meet with OEM research representatives and industry leaders and meet with senior government officials. EV manufacturers made their vehicle(s) available to media representatives for a successful Ride N Drive event. The networking opportunities were excellent and delegates made many new contacts that will undoubtedly lead to increased collaboration on future EV opportunities. At the conclusion of the event, the EMC Board of Directors spent a day planning key projects and activities for 2012.



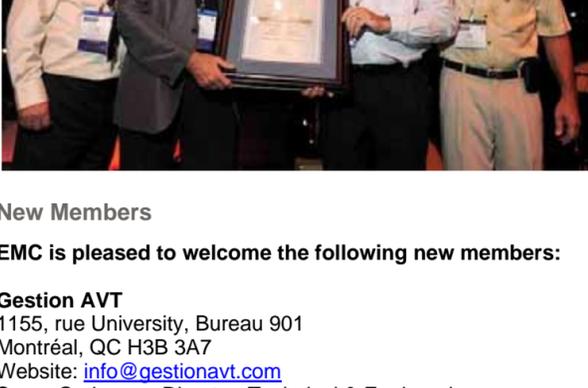
As indicated at the conference, I will be replaced by Chris Hill at the end of the year and I am pleased to report that Chris participated fully in the EV 2011 VÉ events including the board retreat day. Chris and I will collaborate closely in the coming months to ensure a smooth and effective transition. I will continue to be available in 2012 to assist Chris where needed. At the meeting on September 29, the EMC board re-elected Mike Elwood as Chair along with Jim Perkins as Vice-Chair and Steve Dallas as Secretary-Treasurer. Mike, Jim and Steve form the Board's Executive Committee and will also be able to assist Chris in his new role.

On behalf of the EMC Board of Directors, I want to express my most sincere appreciation to our conference and trade show delegates, our speakers, our exhibitors, moderators and especially to our sponsors. Also, a great thank you to our JPdL event planning team, our interpreters and the volunteers that contributed immensely to the event's success; a thank you to Interkom for gaining national media exposure for EMC and its 2011 conference.

I urge you to begin now to plan for EV 2012 VÉ, which will take place in Montreal, October 23-26, 2012. The theme for the conference is "The Business of Going EV - Les VÉ au Coeur des affaires". See [www.emc-mec.ca](http://www.emc-mec.ca) for more information.

### Special Note: Serge Roy is the Al Cormier Award recipient

During the 2010 conference in Vancouver, the EMC Board unveiled a new award called the **Al Cormier Award** to honour individuals that have made significant contributions to the development of EVs in Canada. I was thrilled not only to have an award named after me but also to be its first recipient. During EV 2011 VÉ, the 2012 award was presented to Serge Roy of Montreal. Serge has had a long career in electric transportation during his years at Hydro-Québec and currently on the international scene promoting international standards for rapid EV chargers. Serge is a very deserving recipient and I am honoured that he was named the 2012 award recipient. See [www.emc-mec.ca](http://www.emc-mec.ca) for more information.



### New Members

**EMC is pleased to welcome the following new members:**

#### Gestion AVT

1155, rue University, Bureau 901  
Montréal, QC H3B 3A7  
Website: [info@gestionavt.com](http://info@gestionavt.com)  
Serge Carignan - Director, Technical & Engineering  
Tel: 514.280.5288  
Email: [serge.carignan@gestionavt.com](mailto:serge.carignan@gestionavt.com)  
*Management and acquisition of transport vehicles*

#### Enersource Corporation

3240 Mavis Road  
Mississauga, ON L5C 3K1  
Website: [www.enersource.com](http://www.enersource.com)  
Tom Wasik - Director, Strategic Projects  
Tel: 905.283.4048  
Fax: 905.566.2737  
Email: [twasik@enersource.com](mailto:twasik@enersource.com)

Click [here](#) for a complete directory of electric vehicle resources in Canada.

### News from EMC (as of September 30, 2011)

#### New EMC Board Members

At its annual meeting on September 28, the voting members of EMC elected three new members to the EMC Board of Directors, including Serge Viola of Purolator, Serge Carignan of Gestion AVT, and Paul Newall of the Ontario Power Workers' Union. Members Gerry Pietschmann of the City of Toronto and Ken Bondy of the Canadian Auto Workers retired from the EMC Board. At their first meeting on September 29, the new board elected the Chair, Vice-Chair and Secretary-Treasurer from among its members. As a result, the **EMC Board of Directors** are as follows:

Chair: Mike Elwood - Azure Dynamics  
Vice Chair: Jim Perkins - Metro Vancouver  
Secretary-Treasurer: Steve Dallas - Toronto Electric

#### Representing Industry

Renaud Cloutier - TM4  
Gitanjali DasGupta - Electrovaya  
Ian Forsyth - Nissan Canada  
Catherine Kargas - Marcon  
James Rowland - Ford of Canada  
Matt Stevens - CrossChasm  
David Swan - DHS Engineering  
Greg Murchison - TD Financial Services

#### Representing Energy Providers

Mark Dubois-Phillips - BC Hydro  
Angelo Giumento - Hydro-Québec  
Dan Guatto - Burlington Hydro

#### Representing End Users

Serge Carignan - Gestion AVT  
Serge Viola - Purolator

#### Representing Labour

Paul Newall - Ontario Power Workers' Union

The second **Government - Industry Summit** was held on September 26 at which EMC and federal government representatives reported on the implementation activities from the Electric Vehicle Technology Roadmap (evTRM). While not all recommendations have been fully implemented, progress was reported on all of the recommendations and collaboration continues to see the project completed under the guidance of the HUB Committee, a committee of senior government and industry representatives.

#### US Department of Energy Report Favours Efforts on EVs Over Renewable Energy

According to the report noted below, the US Department of Energy, in its continuing efforts to reduce its dependence on imported oil, should put more emphasis on the adoption of electric cars than to clean up the electric grid by promoting renewable energy. The report calls reliance on oil - much of it imported - "the greatest immediate threat to economic and national security," and concludes that the department is not investing enough of its resources into programs to reduce or eliminate oil use for transportation. The Department of Energy analysis, which was released September 28, is the first to assess the department's progress in meeting its statutory goals. Similar assessments are to be issued every four years. See <http://cms.doe.gov/sites/prod/files/ReportOnTheFirstQTR.pdf>.

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

### News from Members

(Members are reminded to send us their media releases and other company announcements for use in this newsletter)

#### Azure Dynamics News

RøhneSelmer, the market leader in Norway, has placed a 100 Transit Connect Electric follow-up order validating product's unique environmental and performance values for customers. The all-electric, zero-emission Transit Connect Electric has a targeted range of up to 130 km (80 miles) per full charge, and is ideal for fleet owners with well-defined routes. The RøhneSelmer's 100-unit order is the largest Transit Connect Electric order to date and continues a pattern of large customer follow-up orders for Azure's portfolio of efficient and environmentally friendly products. The Transit Connect Electric went into production in Europe of June this year following its successful production launch in North America in April 2011. On September 13, Azure announced 34 new Ford Transit Connect Electric sales. These North American sales are to various municipalities, a regional governmental authority. Canadian clients include: Ontario Ministry of Transportation and Centre de Gestion des Équipements Roulants (CGER) in Québec.

#### Magna E-Car

The next generation of clean vehicle technologies creating 728 jobs and protecting another 1,337 jobs at Magna's Aurora, Brampton, Concord and St. Thomas plants. With the government's support, the company is launching a number of new projects including:

- Electric car concept development;
- Parts for hybrid electric / battery electric vehicles;
- Advanced lightweight metallic components;
- An alternate energy project; and
- An advanced bio-based composite materials to reduce vehicle weight and improve fuel efficiency.

#### Nissan Canada Announces Cross-Country Drive Electric Tour

Nissan Canada's all-electric Nissan LEAF began a cross-country tour on September 6, allowing Canadians to test drive and learn more about the zero-emission vehicle at Nissan LEAF certified dealers. The LEAFs were on display at EMC's EV 2011 VÉ trade show on September 28.

The Drive Electric Tour begins in Montreal and ends in Vancouver in late October, stopping at 27 LEAF certified dealers across the country for one or two days each. It is a one-of-a-kind consumer driving experience providing prospective Nissan LEAF owners with the opportunity to learn about the car, its technology and features, and take it for a short test drive. Tour news will be updated on the Nissan LEAF Canada Facebook page at: [www.facebook.com/NissanLEAFCanada](http://www.facebook.com/NissanLEAFCanada). They will be traveling to Western Canada on the following days:

- **Manitoba** - Winnipeg: Oct. 6
- **Alberta** - Calgary: Oct. 11; Edmonton: Oct. 13
- **British Columbia** - Vancouver: Oct. 17 - 22 & 29; Victoria: Oct. 25 - 27

#### First Nissan Leaf Delivery to a Canadian Customer

On September 23, Nissan Canada made history when it delivered the first all-electric Nissan LEAF to a Canadian consumer at an event in Ottawa. Ricardo Borba, an Ottawa resident and the first person in Canada to place a Nissan LEAF order, received the keys to his black Nissan LEAF SL from Allen Childs, President of Nissan Canada. Hunt Club Nissan in Ottawa hosted the event and is also hosting the Ottawa stop of Nissan's cross-Canada Drive Electric Tour. Delivery of Model Year 11 Nissan LEAFs will continue in the coming weeks across Canada. In late October, Nissan Canada will open its online reservation process for its allocation of Model Year 12 Nissan LEAFs. Reservations are eligible to those registered on the Nissan LEAF microsite ([www.nissan.ca/LEAF](http://www.nissan.ca/LEAF)) and living within the vicinity of the 27 EV-certified dealers across Canada. By the end of Model Year 12, Nissan anticipates 600 Nissan LEAFs on the road.

#### Nissan Unveils New Quick EV Charger

On September 18, Nissan Motor Co. unveiled its new electric vehicle quick charger and announced plans for this proprietary technology to go on sale this November at Nissan parts companies throughout Japan. Preparations are also under way for future sales of the new quick charger in the U.S. and European markets. The quick-charging unit retains the performance level of the current quick charger manufactured by Nissan but is nearly half the size by volume, the automaker said. The new charger unit's smaller size will take up less space and enable easier installation. Nissan hopes to sell 5,000 of the new quick chargers by the end of fiscal year 2015 (March 2016) to contribute to the ongoing development of Japan's EV infrastructure. The unit complies with CHAdeMO protocol.

#### Government of Canada Invests \$11.5 million Into McMaster University Automotive Research Centre

On August 24, The Honourable Gary Goodyear, Minister of State for the Federal Economic Development Agency for Southern Ontario announced the funding for the McMaster Innovation Park. The McMaster Automotive Research Centre (MARC) compiles research and development of innovations such as hybrids and electric powertrains, batteries and lightweight materials. MARC will employ between 120 to 150 workers. The Centre will draw upon McMaster's automotive research strengths which include the \$10m Canada Excellence research Chair in Hybrid Powertrain held by Dr. Ali Amadi.

### Other EV Accelerators

#### Laval Transit Authority to Receive First Canadian Aluminium Electric Bus

As announced on September 2, the Société de transport de Laval placed an order for a full size aluminum all electric bus. Manufactured by DesignLine, this all electric bus is expected to deliver an improved energy performance and demonstrate the effectiveness of electric buses in regular urban transit services.

#### Pay-Per-Use Electric Car System Implemented in Paris

In the wake of the highly successful municipal bicycle rental system "Vélib" launched in Paris in 2007, the French capital will soon have a pay-per-use electric car system comprising 2,000 vehicles by June 2012 deployed in 10 rental stations. Known as "Autolib", this system functions as an annual subscription plan costing just 12 Euros a month. Worth of note, subscribers will be able to pick up a vehicle at one location and drop it off at another. Also, these vehicles are said to boast an urban range of 250 kilometres. Click [here](#) for more information.

**Something to Add? Send Us Your Ideas Today!**