

“The coming years are crucial” for the electric vehicle market

Interview with Chantal Guimont, Electric Mobility Canada’s CEO  
by Sébastien Templier, La Presse (free translation)

**Until September 20, about 150 cities around the world will be celebrating the benefits of electric vehicles (EVs). Electric Mobility Canada (EMC) is among the proponents of the cause. According to Chantal Guimont, CEO, this is the perfect occasion to raise future issues, in order to help EVs take their place.**

Q: What is Electric Mobility Canada and what is its mandate?

A: EMC is a national not-for-profit organization dedicated exclusively to the promotion of electric mobility. We take different forms of action to create an exchange network and promote the interests of the industry with federal and provincial governments. Our organization is also involved with the electrification of public transit and car sharing fleets.

Q: What is the purpose of an event like the National Drive Electric Week?

A: We often realize that people are not familiar with EVs. By meeting drivers and letting them try EVs, they can eventually consider buying such a car. It is a celebration of the technology and its benefits for a number of potential clients. We have twelve country-wide events that promote EVs from coast to coast.

Q: What does EMC advocate for the federal government to do in terms of transport electrification?

A: Natural Resources Canada gave us the mandate to establish a technological and commercial roadmap to determine what can be done to accelerate electric transportation. It comprises three axes. First, we need to intensify communication and outreach activities. Basically, we need to talk about it. You would be surprised how many informed individuals do not know EVs exist and what their options are. Second, a federal incentive for the purchase of an EV could help the market substantially. Finally, we have to make sure people properly understand how EVs are charged. Workplace charging is growing and we need to promote fast charge stations on major roads to reassure people.

Q: Is there still prejudices and preconceived notions surrounding EVs?

A: There is a lot to be dismantled in order to properly inform the public. Some still wonder if it is a real vehicle. People are surprised when they realize that EVs are fast, fun, easy to charge, and available in a number of models, not to mention EVs with greater autonomy are on the way. It is also good for the environment, as well as economical, in terms of fuel and maintenance, even considering the price of purchase.

We want people to realize that it is time to consider buying an EV. However, there is a lot of awareness and education work to be done.

Q: At this point, is it possible that EVs fail to enter the automotive market?

A: Market penetration is only beginning, but I think everyone is on the lookout for the next vehicles with greater autonomy at a reasonable price. This is going to make a huge difference on the market. But we need to go step by step. The coming years will be crucial for converting this niche market into a mass market. When affordable vehicles with a range of 300 km are available, that is when we will succeed.