

Electric Vehicle Sales in Canada – Q2 2019

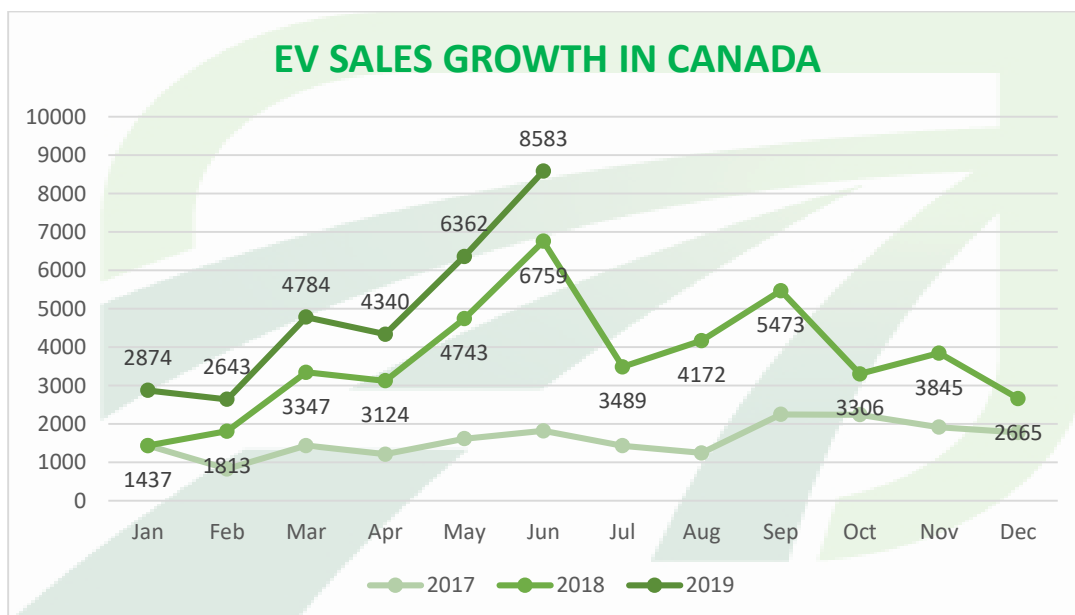
EV Sales Surge Across Canada in Q2 2019: Electric Vehicles becoming mainstream with sales now representing over 3.2% of market share

Q2 2019 Highlights:

- **28%** growth in EV sales compared to Q2 2018
- **150%** increase in EV sales in the larger markets of British Columbia and **81%** in Quebec compared to Q2 2018, but a decrease in Ontario of 58%
- Outside of the 'Big 3' provinces, sales growth has been considerable with growth of **175%** in New Brunswick, **109%** in Saskatchewan and **84%** in Alberta – showing that demand for EVs is growing across Canada
- EV market share in Canada rose to **3.2%** during Q2 2019

The popularity of electric vehicles (EVs) continues to grow as market share in the 2nd quarter reached more than 3% in the country, a significant increase of just under 1% over the last year.

The trends observed at the beginning of the year intensified during the 2nd quarter, exceeding the record numbers of 2018. With the exception of Ontario, EV sales across the country continued to grow thanks to exceptional performances in all Canadian provinces, particularly in British Columbia and Quebec.

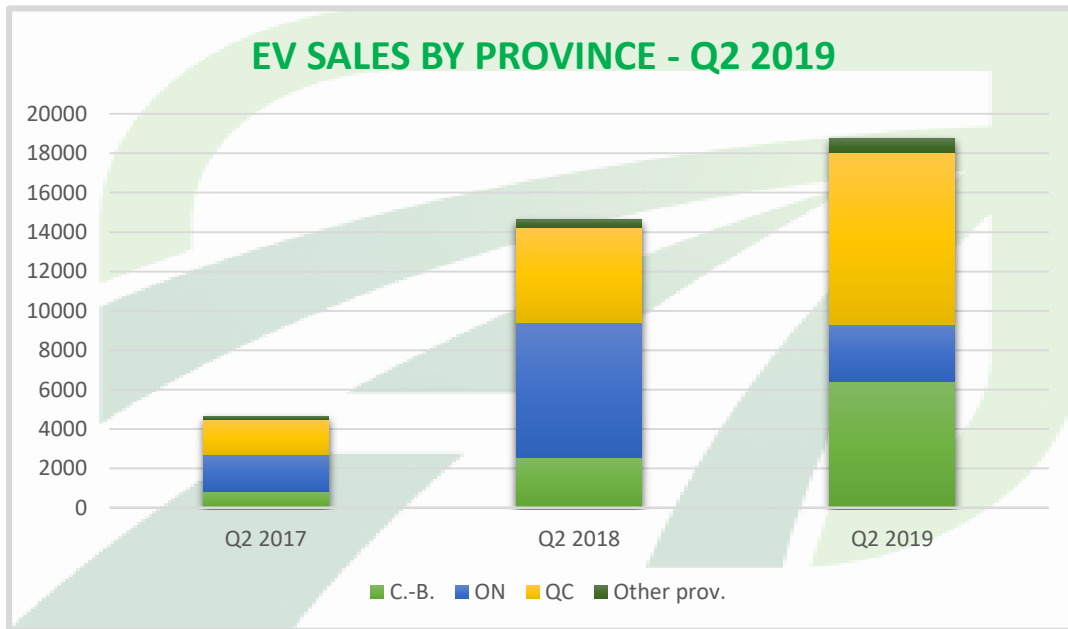


EV sales growth, which stood at 21% in the 1st quarter of the year, rose by 7% in the 2nd quarter to reach 28%. In effect since May 1st 2019, the Incentives for Zero-Emission Vehicles federal program has certainly contributed to these good results, reminding us that subsidies are a necessity to increase the pace of EV adoption.

Sales Overview by Province

Although sales in Ontario fell by 57% compared to the 2nd quarter of 2018, no less than 6,419 EVs were sold in British Columbia, the highest number of sales ever recorded in the province in a single quarter. Compared to last year's exceptional results, this is a significant increase of 150%.

Not to be outdone, Quebec sold 8,714 EVs in the 2nd quarter, which represents a quarterly sales record for a Canadian province. With an 81% increase in sales compared to the 2nd quarter of 2018, Quebec still recorded a more modest growth this year, compared to 166% at the same date in 2018.



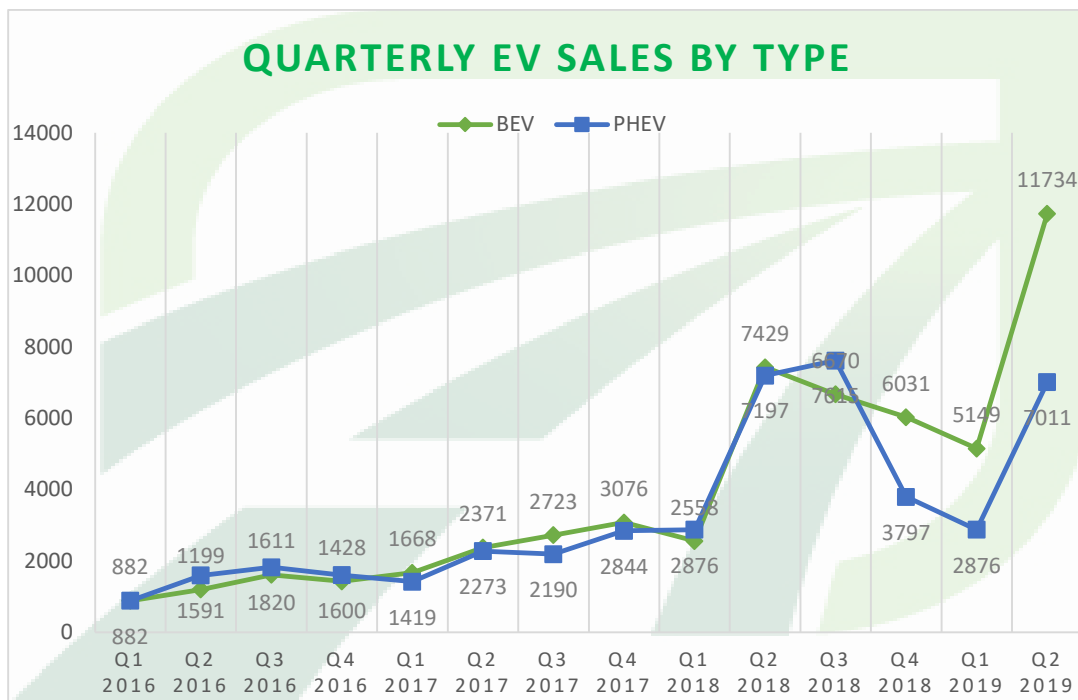
In Ontario, the federal incentive in place since May 1, 2019, was not enough to stop the decline in sales, which decreased by 57% compared to the 2nd quarter of 2018. The former Ontario Electric Vehicle Incentive Program was more than twice as generous as the new federal incentive, which explains its inability to fully compensate for its withdrawal.

Province/Territory	Q2 2018	Q2 2019	Q2 '18-'19 Change	Approx. EV Total
Alberta	247	455	+84,2%	2,724
BC	2,564	6,419	+150,3%	26,312
Manitoba	52	94	+80,7%	496
NB	20	55	+175%	241
Newfoundland	3	8	+166,6%	56
NWT	0	0	0%	9
Nova Scotia	26	43	+65,3%	283
Nunavut	0	0	0%	1
Ontario	6,866	2,899	-57,7%	38,170
PEI	5	9	+80%	43
Quebec	4,821	8,714	+80,7%	51,265
Saskatchewan	22	46	+109,1%	254
Yukon	0	3		7
Canada	14,626 EVs	18,745 EVs	+28,1%	119,861 EVs

In the rest of the country, all provinces recorded an increase in sales of at least 65% over the 2nd quarter of 2018, indicating that the enthusiasm for EVs is becoming a mainstream phenomenon that reaches all Canadians. In fact, Alberta (+84.2%), Manitoba (+80.7%), New Brunswick (+175%), Prince Edward Island (+80%), Saskatchewan (+109%) and the Northwest Territories all saw their growth percentage increase significantly over the first three months of the current year.

Tesla Model 3 boosts BEVs success

Battery electric vehicles (BEVs) continued to be favoured by consumers for the third consecutive quarter ahead of plug-in hybrid vehicles (PHEVs), with an even larger gap than in the 1st quarter of 2019. Tesla Model 3 sales are no stranger to this trend, since the model has dominated the market with 6,247 units sold, outperforming the Mitsubishi Outlander, the second most popular EV with 1,662 vehicles sold, by more than 4,500 units.



Best Sellers and Detailed Data

Here are the top three models sold in Canada during Q2-2019:

- Tesla Model 3 (6,247)
- Mitsubishi Outlander (1,662)
- Toyota Prius Prime (1,507)

For complete monthly sales data by model, visit the [Electric Mobility Canada member only section](#).

If you have any questions or comments, please contact Brad Ryder, President and CEO of Electric Mobility Canada, at brad.ryder@emc-mec.ca.

Sources:

- IHS Markit
- [Statistics Canada, New motor vehicle sales](#)
- [Automotive Industry Portal MarkLines](#)