

For Immediate Release

Electric Mobility Canada's new national auto sales training program will help boost EV sales, increase consumer confidence and slash emissions

TORONTO, May 17, 2023 – A new national automotive sales training program focused on electric vehicles will deliver more EVs to consumers and help Canada meet its greenhouse gas emission targets.

Thanks to funding announced today by MP Julie Dabrusin on behalf of the Minister of Natural Resources, Electric Mobility Canada's new program will ensure that sales representatives are equipped with the knowledge and training they need to confidently answer all questions potential EV buyers may have regarding the EV ecosystem.

"Selling an EV is different than selling a gas vehicle. Most drivers -- and sales reps -- are not necessarily familiar with the EV world: chargers, mobile apps, networks, etc.," said Daniel Breton, EMC's president and CEO. "Salespeople need to be able to explain the nuances between charging at home and on the go; national, provincial, regional, and local EV incentives; battery technology; maintenance costs; energy and total cost of ownership and more. This program will teach them how."

Consumers have so many questions about EVs, but if the salesperson understands and can explain the benefits of EV ownership, they can counter misinformation with facts, speed up the process, and become more motivated to sell them, Breton said.

"They'll be able to respond to questions such as: How long will the battery last? Where can I charge it? When do I need to charge it? By how much will my electricity bill go up? How much money will I save? Can I use an extension cord to plug in? Can I charge in the rain? What rebates are available in my province? What is the actual environmental impact of an EV compared to a gas car?" Breton said. "Salespeople will have the knowledge, confidence and tools they need to efficiently and confidently sell both new and used EVs, resulting in greater sales for the auto industry, a better experience for consumers, and a cleaner environment."

"Zero-emission vehicles are helping Canadians to reduce emissions and save money on fuel while creating good jobs throughout the supply chain," says the Honourable Jonathan Wilkinson, Minister of Natural Resources. "Investing in zero-emission vehicles will put more Canadians in the driver's seat on the road to a net-zero future and help achieve our climate goals."

"The Government of Canada is supporting Canadians to accelerate to a net-zero future, including by supporting the purchase, manufacturing and charging of electric vehicles," says Julie Dabrusin, Parliamentary Secretary to the Minister of Natural Resources and to the Minister of Environment and Climate Change. "I am pleased to announce new supports for local organizations across the country to raise awareness about zero-emission vehicles to help Canadians make the switch."



The program will launch in both official languages in June and is expected to include at least 200 dealerships across the country. Electric Mobility Canada will receive 75 per cent of the program's costs up to \$297,000 from Natural Resources Canada, as part of their [Zero Emission Vehicle Awareness Initiative](#). Today's announcement was part of a total NRCan investment of nearly \$5.8 million in 28 organizations to undertake zero-emission vehicle awareness and education projects.

Electric Mobility Canada

Electric Mobility Canada is the unifying and authoritative voice for the transition to electric transportation across Canada. Founded in 2006, EMC is the national industry association that enables and accelerates the transition to sustainable electric mobility through advocacy, collaboration, education, and thought leadership, with the ultimate goal of creating a cleaner, healthier, and more prosperous future for all Canadians.

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