



## Electric Mobility Canada's top five reasons why BC must keep its ZEV standard

March 25, 2026

**The BC Government should not allow traditional carmakers to mischaracterize the realities facing British Columbians.**

In yet another effort to extend the sale of gas-powered vehicles for as long as possible, representatives of traditional automakers are asking the BC government to follow slower-moving jurisdictions rather than maintain its leadership position. They claim that repealing the ZEV standard will help make life more affordable and provide more choices for British Columbians.

Here are the top five reasons explaining why their claim is false.

### 1- Affordability

**Price of cars:** Traditional automakers and auto dealer representatives have failed spectacularly in addressing affordability for British Columbians. According to AutoTrader, the average price of a new car sold in British Columbia **increased by 49% in just 6 years**, from \$43,375 in December 2019<sup>1</sup> to \$64,697<sup>2</sup> in Q4 2025. In fact, 40 different EV and PHEV models are now offered below the average selling price of a new car, and 20 models are available below \$50,000.

**Price of gas:** As of March 2026, gas prices in British Columbia have climbed to around \$2 per litre, continuing to place significant pressure on household budgets. In this context, it's difficult to position gas or even hybrid vehicles as more affordable options over time.

**The federal rebate is back:** Now that the federal government has brought back its \$5000 EV rebate, EVs are becoming even more affordable and competitive compared to gas cars.

***Lower total cost of ownership favours electric vehicles. Not gas or even hybrid cars.***

### 2- Choice

In recent years, **all** major automakers have stopped offering affordable subcompact gas cars, so consumers looking for lower-cost vehicles face extremely limited availability. At the same time, **only one** traditional automaker is still offering a more reasonably priced EV, and even that model remains significantly more expensive than many affordable EVs offered in Europe, Mexico, and elsewhere in the world.

***That is the opposite of real consumer choice.***



### 3- Charging infrastructure

Automakers have long cited charging infrastructure as the biggest barrier to ZEV adoption. BC has some of the most comprehensive charging coverage anywhere in Canada (led by the BC government itself through BC Hydro). The infrastructure is there, it's fast, it's reliable, and it's ready to serve all kinds of EV drivers.

***BC is doing its part; traditional automakers need to do theirs.***

### 4- Local jobs

Electrification supports a wide range of jobs in British Columbia, including in construction, electrical work, engineering, planning, and other related fields. The province is also home to a growing number of startups focused on vehicle electrification. Unlike Ontario, BC does not benefit from automotive manufacturing, making these downstream economic opportunities even more important.

### 5- Respect for BC elected officials

When stakeholders ask the BC government *not* to implement their own laws and regulations, and instead defer to federal standards, they are effectively asking the province to forfeit its responsibility to another level of government. It is important that they realize that BC is not just a market; it is a province with its own laws, policy framework, economic context, and realities. To ignore that shows a lack of respect for democracy.

That's why we recommend that the BC government keeps its ZEV Standard. At a time when the cost of living is top of mind, British Columbians need more access to affordable electric cars and without this regulation, they will be left with very few affordable choices.

---

## CONTACT INFORMATION

Daniel Breton, President & CEO

[Daniel.breton@emc-mec.ca](mailto:Daniel.breton@emc-mec.ca)

Electric Mobility Canada

<https://emc-mec.ca/>

1: [https://assets.ctfassets.net/uaddx06iwzdz/77l6VLdjNbGTTfHDjDUqxi/67d7fc77d3e5968386371c9a961e2451/2019-12\\_AutoTrader\\_Price\\_Index.pdf](https://assets.ctfassets.net/uaddx06iwzdz/77l6VLdjNbGTTfHDjDUqxi/67d7fc77d3e5968386371c9a961e2451/2019-12_AutoTrader_Price_Index.pdf)

2: [https://assets.ctfassets.net/uaddx06iwzdz/2SD91yIMCBdKpGFsUoXhs3/f8ee80fb6862c1eee01e3b42c6d6f9e8/2025-Q4\\_AutoTrader\\_Price\\_Index.pdf](https://assets.ctfassets.net/uaddx06iwzdz/2SD91yIMCBdKpGFsUoXhs3/f8ee80fb6862c1eee01e3b42c6d6f9e8/2025-Q4_AutoTrader_Price_Index.pdf)