

**ELECTRIC
MOBILITY
CANADA**

ACCELERATING ELECTRIC
TRANSPORTATION



**MOBILITÉ
ÉLECTRIQUE
CANADA**

ACCÉLÉRER L'ÉLECTRIFICATION
DES TRANSPORTS

2024
ANNUAL REPORT

MESSAGE FROM EMC'S PRESIDENT & CEO



In 2024, Electric Mobility Canada continued to drive Canada's transition to a cleaner, more sustainable transportation future. This year saw remarkable progress in zero emission vehicle (ZEV)

adoption nationwide, including a **37% year over year increase in ZEV sales between Q1 2023 and Q1 2024.**

Our national presence grew stronger than ever. Following a successful EVVE 2024 conference in Halifax, EMC engaged policymakers, industry leaders, and members across the Atlantic provinces to advance critical priorities such as **charging infrastructure, provincial ZEV mandates, and workforce training.** These collaborations are helping shape a more cohesive and ambitious national EV ecosystem.

None of this progress would be possible without our members.

Their leadership, expertise, and collaboration continue to elevate EMC's impact nationwide. Whether advancing charging solutions, informing policy, supporting workforce development, or

showcasing innovation, our members are the driving force behind Canada's accelerating shift to electric mobility. Their commitment strengthens our collective voice and ensures we continue to lead with credibility, ambition, and unity.

As we look ahead, EMC remains steadfast in its mission to accelerate electric mobility through leadership, advocacy, and cross-sector collaboration. Together—with our members, partners, and supporters—we are charting a bold course toward a cleaner, healthier, and more prosperous Canada.

Daniel Breton
President & CEO
Electric Mobility Canada

KEY 2024 PUBLICATIONS

[National electric mobility strategy](#)

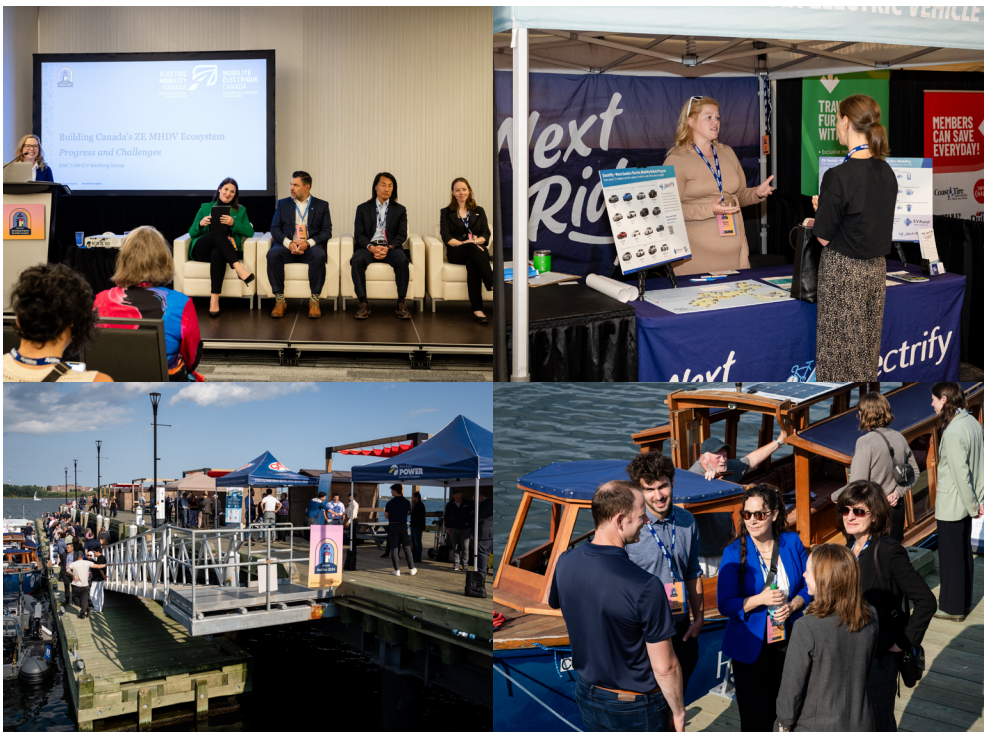
[Canada's eMHDV ecosystem gaps](#)

[EV knowledge and perception survey](#)

[Large batteries extended producer responsibility](#)

[EMC's pre-budget recommendations for Canada](#)

[Accelerating ZE MHDV adoption in Canada: Key barriers and priority recommendations](#)



EVVE 2024: EMC'S
NATIONAL CONFERENCE
HALIFAX, NS



Highlights: MHDV fleet electrification workshop, e-marine showcase, tradeshow

AL CORMIER AWARD

The Al Cormier award is named after Electric Mobility Canada's founder, Al Cormier, who founded EMC in 2006, one of the first known organizations focused on advancing electric mobility anywhere in the world. EMC awards this national recognition annually to an individual

who is or has been a champion in advancing the electrification of transportation. The Al Cormier Award recognizes an individual's success rather than an organization's success and must be beyond the person's job description and display an exceptional contribution.

[Click here for a list of past Al Cormier Award winners](#)

The 2024 Al Cormier Award was presented to Louis Tremblay, Co-founder and President & CEO of FLO during EVVE 2024 in Halifax.



SPECIAL PROJECTS

Powering Up

In 2023, EMC embarked on the Powering Up: a national and sub-national outlook on electric vehicle adoption, barriers, and impacts to the grid project, in partnership with Dunsky Energy + Climate Advisors. Earlier this year, [EMC conducted a national and regional market survey](#) with Abacus Data to investigate the barriers to EV adoption. This information will serve as inputs for EVA modelling to generate a comprehensive forecast and analysis of EV-induced impacts on the electricity sector. The outcomes will support policy interventions for EV adoption.

Run-on-Less Electric Canada

EMC worked closely with [NACFE \(North American Council for Freight Efficiency\)](#) to deliver two key MHD fleet electrification workshops, during EMC's annual EVVE conference in Halifax and Truck World in Toronto. Building on [NACFE's 2023 Run-On-Less Electric Depot](#), these events gathered participants from across the MHDV industry and government representatives to share best practices, in view of accelerating the transition to ZEV options and supporting the Government of Canada's ability to move forward with MHDV regulation. A third and final workshop has been planned for 2025.

Automobile sales force EV awareness

EMC and Plug'n Drive completed a nation-wide educational EV campaign. A comprehensive training curriculum was provided to over 400 dealers from major

OEMs and used car dealerships across Canada, through webinars, in-person seminars and test drives. Post-event surveys revealed that sales force teams had significantly improved their knowledge of the EV ecosystem, enabling them to better inform buyers and positively impact their sales targets.

EV charging infrastructure benchmarks

EMC, in collaboration with Ernst & Young, concluded the EV charging infrastructure benchmarks project, resulting in a charging assessment tool for industry stakeholders and government use. These benchmarks, when integrated into an electric vehicle charging station recognition program, can lead to greater investment efficiency, improved operator management and a better user experience.

In rural Canada, we drive electric.

A two-phase EV awareness campaign was launched this Fall, dedicated to rural areas and lower-density regions where EV adoption is lagging though the transition to electric mobility is accessible and advantageous – higher travel distances lead to higher economic and environmental benefits for EV drivers. [A series of video capsules titled "In rural Canada, we drive electric"](#) were created with market research firm Léger, featuring footage and testimonies from ambassadors who live and drive EVs in small remote communities. The second phase of the campaign is planned for Winter 2025.