

**ELECTRIC
MOBILITY
CANADA**

ACCELERATING ELECTRIC
TRANSPORTATION



**MOBILITÉ
ÉLECTRIQUE
CANADA**

ACCÉLÉRER L'ÉLECTRIFICATION
DES TRANSPORTS

2025
ANNUAL REPORT

MESSAGE FROM EMC'S PRESIDENT & CEO



In 2025, Electric Mobility Canada (EMC) strengthened its role as Canada's national voice for transportation electrification—bringing together industry, utilities, governments, researchers, and communities to accelerate the shift to clean, efficient, and affordable mobility.

This year, we focused on turning evidence into action. Through Powering Up, we delivered national and provincial/territorial outlooks on light-duty EV adoption, key barriers, and the implications for Canada's electricity system, supported by a public, interactive dashboard to help decision-makers plan with confidence.

The expertise and leadership of EMC members

helped advance fleet electrification best practices through Run on Less – Electric Canada, spotlight real-world performance through EMC's Winter Electric Truck Tour in Quebec, and support fact-based public dialogue through our Facts Drive Growth campaign. From charging and grid readiness to trucks, buses, and supply chains, our members

continue to strengthen EMC's credibility and impact across the country.

As we look ahead, EMC will continue to advocate for policies and investments that expand consumer choice, build charging where Canadians live and work, and enable the electricity system upgrades needed for a reliable transition. With our members and partners, we remain committed to accelerating electric mobility.

Daniel Breton
President & CEO
Electric Mobility Canada

KEY 2025 PUBLICATIONS

[EMC's Ontario policy recommendations: Ontario election 2025](#)

[EMC's top 10 federal policy recommendations 2025](#)

[Electrifying progress: A complete economic outlook of the Canadian EV industry](#)

[Public opinion on carbon pricing in Quebec](#)

[2025 zero-emissions MHDV ecosystem analysis](#)

[Run on less – electric Canada: Identifying and sharing best practices for fleet electrification across Canada](#)

[Powering up: A national and sub-national outlook on vehicle adoption barriers and impact to the grid](#)

[Medium- and heavy-duty fleet electrification: A national assessment of uptake and electricity demand](#)



EVVE 2025: EMC'S NATIONAL CONFERENCE VANCOUVER, BC



Highlights: EV test drives, Women of EVs reception, tour of BC Hydro's fleet and employee EV charging, exhibits

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 posthumously to Kelly Carmichael (BCIT) during EVVE 2025 in Vancouver.



SPECIAL PROJECTS

Powering Up

In August 2025, EMC, in partnership with Dunskey Energy + Climate Advisors, finalized [Powering Up: a national and sub-national outlook on electric vehicle adoption, barriers, and impacts to the grid](#). This large-scale project successfully addressed the knowledge gaps regarding the challenges of electrifying on-road vehicles in Canada and provided an empirical investigation of EV adoption, culminating in forecasts per region and an analysis of EV-induced impacts to the electricity sector. A series of comprehensive sub-national and national reports, and a visual interactive dashboard, are available on our website.

National Economic Report

EMC and Ernst & Young published a joint report titled [Electrifying Progress: A Comprehensive Economic Outlook of the Canadian EV Industry](#). This national outlook underlines the economic impacts of the transition to electric mobility across the entire value chain and highlights the EV sector's growing contribution to Canada's economy, including job creation, industry revenues, and GDP growth. It also examines future scenarios for EV adoption, the increasing demand for critical minerals, and the need for enhanced domestic supply chain capabilities.

Run-on-Less Electric Canada

In addition to the MHD fleet electrification workshops organized in Halifax and Toronto in 2024, EMC and NACFE (North American Council for Freight Efficiency), delivered a final event in Vancouver for MHDV industry and government representatives from Western Canada. Keynote presentations and roundtable discussions focused on exploring the promises and challenges of electric on-road freight transportation, addressing awareness and knowledge gaps, and increasing capacity among Canadians of zero-emission and low-emission options in the MHDV sector.

Winter Electric Truck Tour

In February 2025, EMC organized an [electric truck tour](#) across the Saguenay–Lac-Saint-Jean region in Quebec to showcase the capabilities and performance of MHDV in winter conditions. These challenging conditions provided valuable insights into the resilience and efficiency of electric trucks, reinforcing their potential to perform even in the harshest climates. The tour began in Quebec City with an official send-off in front of the National Assembly and concluded at ExpoCam in Montreal where attendees had the opportunity to see the trucks up close and connect with industry specialists to discuss the future of electrified freight and sustainable transportation.

In rural Canada, we drive electric.

Following a successful initial phase of this knowledge and awareness campaign in Fall 2024, a second phase of ["In rural Canada, we drive electric"](#) was launched early this year focusing on EV operation in winter. Another round of video capsules was created with Léger using footage from EV owners who attested to the economic and environmental benefits of driving electric in rural areas and lower-density regions across Canada.

Facts Drive Growth Campaign

The [Facts Drive Growth](#) for LDVs was launched in 2025 to debunk dis/misinformation regarding Canada's EV Availability Standard and strengthen support for clean EV policies. With fact-based communications across digital and stakeholder channels, EMC presented accurate information to Canadians on EVAS, health, GHG, and air pollution impacts from gas and diesel vehicles. Furthermore, a series of meetings were held with government officials in Ottawa, Toronto, Quebec and BC, and a Future is Electric public signature campaign was conducted.