

For immediate release

Electric Mobility Canada Congratulates the Government of Canada on Today's ZEV Commitments

June 29, 2021 – Today, the Government of Canada made new, bold commitments to accelerate ZEV (Zero Emission Vehicle) adoption in Canada. Minister of Transport, the Honourable Omar Alghabra, the Minister of Environment and Climate Change, the Honourable Jonathan Wilkinson, and the Minister of Canadian Heritage, the Honourable Steven Guilbeault, jointly announced that all new cars (LDVs / light duty vehicles) sold by 2035 will be electric to meet Canada's 2050 net zero goals.

Most significantly, this new more ambitious target accelerates the 100 percent ZEV sales goal to 2035 from the previous goal of 2040, and moves the measure from a voluntary to a mandatory one. The Ministers acknowledged they are looking at tools like a ZEV mandate and other regulations and incentives to reach this new objective. They outlined that these measures were needed for Canada to compete internationally and to meet Canada's Paris agreement goals.

"This is a great day for electric mobility and is a clear indication of how serious the Government of Canada is about the future of ZEV adoption and clean mobility," states Daniel Breton, President and CEO of Electric Mobility Canada. "Not only will these measures help Canada reach their climate change goals, they will also help create high paying, high quality sustainable jobs of the future for Canadian workers."

"Together, targets, incentives and regulations are a winning combination to achieving our climate and ZEV adoption goals, and we applaud the Government of Canada in setting a new more ambitious 2035 national LDV ZEV sales target," closes Breton. "We look forward to working with the responsible departments on the important next steps of designing and implementing the regulatory and funding mechanisms that will be needed to achieve these very important commitments."

Background:

EMC's recommendations to the Government of Canada:

- [The case for a Canadian EV industry & a ZEV Standard](#)
- [Priority Policies for the Advancement of Transportation Electrification in Canada](#)

Today's Government of Canada announcement:

- [Building a green economy: Government of Canada to require 100% of car and passenger truck sales be zero-emission by 2035 in Canada](#)

About Electric Mobility Canada

Electric Mobility Canada (EMC) is a national membership-based not-for-profit organization dedicated exclusively to the advancement of electric mobility as an exciting and promising opportunity to fight climate change and air pollution while stimulating the Canadian economy. EMC's mission is to strategically accelerate the transition to electric mobility across Canada.

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