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News release

For immediate publication

**The New Canadian Light-Duty ZEV sales Regulation Will Help Accelerate EV Adoption and Offer Market Predictability to Bolster Investments in the EV Industry Across Canada**

*Toronto, December 21, 2022* – Electric Mobility Canada (EMC) is very enthusiastic about today’s announcement by Julie Dabrusin, Parliamentary Secretary to the Minister of Natural Resources and Parliamentary Secretary to the Minister of Environment and Climate Change, of a light-duty zero-emission vehicle (ZEV) sales regulation for Canada. A ZEV sales regulation for light-duty vehicles is a core policy recommendation at EMC and is also part of the [2030 EV Action Plan](#), an industry-led project with 32 recommendations to ensure Canada succeeds in the transition to electric mobility.

This new ZEV sales regulation will help Canada reach the light-duty EV sales targets stated in its Emission Reduction Plan published last Spring: 20 % by 2026, 60% by 2030 and 100% by 2035. EV industry leaders, research groups, environmental organizations and Canadian consumers agree that low supply and long wait times are issues that will be solved by adopting a ZEV sales regulation to ensure that automakers prioritize Canada when deciding where to send their electric vehicles.

“For companies investing in the zero-emission vehicle industry, i.e. assembly, batteries, critical minerals, charging infrastructure and other EV-related sectors, this new Canadian ZEV sales regulation will bring market predictability and make Canada a more secure and attractive business environment that will stimulate investments resulting in high-paying, sustainable jobs for Canadians while also helping Canada reach its greenhouse gas (GHG) emission reduction targets,” said Daniel Breton, president and CEO of Electric Mobility Canada.

About Electric Mobility Canada

Founded in 2006, Electric Mobility Canada is a national industry association that works to advance electric transportation in order to support the Canadian economy while fighting climate change

and air pollution. With more than 170 member organizations, EMC includes light, medium, heavy-duty, and off-road vehicle manufacturers; utilities; infrastructure providers; technology companies; mining companies; research centres; cities; governments; universities; unions; environmental organizations and electric vehicle owners' groups. The EMC team helps develop electric mobility policies, programs and projects that apply to all types of EVs, from bikes to cars, from buses to boats, from trucks to trains.

Electric Mobility Canada is the national voice of the transportation electrification industry, from B.C. to Atlantic Canada.