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Electric Mobility Canada Newsletter

March 2011

March Issue

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Contact Us

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EMC Invites You...

**EV 2011 VÉ
Electric Vehicles
Conference and
Trade Show**

September 26 to 29, 2011

Allstream Centre

Toronto, ON Canada

Click [here](#) for sponsorship opportunities.

Be the change!

Join EMC, Canada's most powerful clean transportation industry association.

Click [here](#) for the Membership Application Form and details of membership categories and annual fees.



President's Corner

**Welcome to the new format
for the EMC newsletter.**

Those of us accessing emails on the road with Blackberry's and the like will now be able to read it without having to open an attachment.

I encourage you to share this email with your colleagues.

The big news for EMC this month is the March 22 Government of Canada budget. For the electric vehicle industry, it is a good news-bad news budget. The good news is that while the budget does not specifically allocate funds to EVs programs, it does contain several fiscal measures in the Clean Air Agenda that can be directed to EVs. A prime example is the allocation of \$48 million to develop transportation sector regulations and next generation clean transportation initiatives and \$86 million to support clean energy regulatory actions, focusing on energy efficiency.

Another example is the \$400 million in 2011-12 for the ecoENERGY Retrofit - Homes program. Hopefully, EV charging stations can be an eligible expenditure by homeowners under this program. The bad news is that Canada remains the only G8 country without specific federal incentives to early buyers of EVs or for the support of EV infrastructure.

I believe the Government did listen to EMC's proposals and has opened the door to some funds flowing to EC projects. The challenge for EMC is now to secure an appropriate part of these funds to meet our EV priorities.

[Click to connect with Al Cormier.](#)



New Members

EMC is pleased to welcome the following new members:

Club Assist LLC (*industry member*)

474 Northlake Blvd. Unit 1016

Altamonte Springs, CA USA 32701

Website: www.clubassist.com

Al Bradshaw, VP Product & Technical Development

Tel: 407.361.7674

Email: al.bradshaw@clubassist.com

EVSE, Motoring Club Products and Services

Delaware Power Systems Corp. (*industry member*)

118-11782 Hammersmith Way

Richmond, BC V7A 5E2

Website: www.delpowersys.com

Walter Wu, Chief Technology Officer

Tel: 604.247.2804

Email: czheng@delpowersys.com

DPS develops and manufactures Universal Battery Module (UBM) of lithium batteries for electric vehicles (Evs)

Navistar (*industry member*)

606 Nelson's Parkway

Wakarusa, IN USA 47390

Website: www.estartrucks.com

Mark Aubry, VP, Sales and Marketing

Tel: 630.753.3302

Email: mark.aubry@navistar.com

Purpose built electric truck - eStar

For a complete membership directory, click [here](#)

News from EMC (as of March 22, 2011)

Québec Support for EVs

In its March 17 budget, the Québec Government introduced important support programs for buyers/lesors of EVs and for the residential purchase of charging stations, effective January 1, 2012. The new 'purchase rebate program' replaces the existing 'tax credit program' and will be based on battery size, starting at \$5,000 for 4kWh batteries up to \$8,000 for batteries of 17kWh or more. A cap will apply to the first 5,000 Hybrid Electric Vehicles (PHEVs) and the first 10,000 Plug in Hybrid Vehicles (PHEVs) and the Battery Electric Vehicles (BEVs). Residential 240 volts charging stations will get a rebate equal to 50% of the installation costs up to a maximum of \$1,000 in 2012 diminishing to \$600 by 2015. For the entire Quebec budget, click [here](#). (Chapter 10.0 Section E)

EV 2011 VÉ Conference and Trade Show

Planning is proceeding at full speed with four committees dealing with program, trade show, communication and overall organization. Early bird discounts are in effect until June 30, 2011. Click [here](#) to register for the conference, reserve your trade show space and view the sponsorship options available.

EV 2012 VÉ in Montréal

The EMC Board has accepted an invitation from Hydro-Québec to hold EV 2012 VÉ in Montreal. Planning has already begun and details will be available in late summer 2011.

Municipal PEV Readiness Working Group

The inaugural conference call of the Municipal PEV Readiness Working Group took place on March 22 under the chairmanship of Gerry Pietschmann, Director of Fleet for the City of Toronto and member of the EMC Board. Eighteen municipalities from 6 provinces participated and agreed on actions to move forward.

Utilities PEV Working Group

A similar group for utilities held its inaugural conference call on March 23, 2011 under the chairmanship of Dan Guatto, Chief Operating Officer of Burlington Hydro. Nineteen utilities from 6 provinces participated and agreement was reached on steps to collaborate on several fronts.

Defining the Canadian EV Industry

At a meeting on March 4th in Ottawa, Industry Canada asked EMC's support in outlining a framework to define the capacity of an EV industry in Canada and particularly in the areas where the industry can compete competitively and the strategies needed. A proposed framework was submitted to Industry Canada on March 18, 2011 and EMC expects a response from Industry Canada shortly.

Electric Vehicles Technology Roadmap (evTRM)

The evTRM Implementation is having its next meeting on March 25, 2011. The sub-committees are active in defining the actions needed to implement the strategic initiatives from the roadmap report. The recommended actions adopted on March 25 will be presented to the Industry-Government committee in April for implementation.

Membership Growth

With the assistance of our communications/marketing consultant Interkom, EMC has launched a membership drive aimed at nearly 500 potential members across Canada. [Learn more](#) about full membership information.

DFAIT Project

With the support of the Department of Foreign Affairs and International Trade (DFAIT), EMC just completed a report outlining the capacity of the Canadian EV industry for use by Canada's Trade Commissioners around the world. The report also outlines specific markets to pursue and the strategies needed by industry and our government to reach these markets. A final report will be on our web site in April.

NPVI Webinar - April 12

EMC is in its second year of an agreement with the Washington-based Electric Drive Transportation Association (EDTA) is working on the National Plug-In Initiative project. A key feature of this initiative is the all inclusive website www.GoElectricDrive.com, which contains a wide range of information aimed at consumers, policy makers and the media. On April 12, members of EMC in the membership categories of Energy Providers and Industry are invited to participate in a Webinar aimed at explaining the website and how they can get their corporate information online.

For further information on news from EMC, please contact Al Cormier: al.cormier@emc-mec.ca

News from Members

Better Place and Ontario Leading the Charge in Clean Transportation

March 3, 2011

According to a March 3rd press release, Ontario's vision to have 1 out of 20 vehicles to be electrically powered by 2020 is moving forward. Eight charging stations are now up and running in Ontario in partnership with Better Place, including their partners Power Stream, Veridian Connection, City of Toronto and Evergreen. Better Place also opened an electric car demonstration and education centre in Toronto to help get more electric cars running on our roads and highways. The province is also offering incentives to encourage Ontarians to purchase plug-in cars. Rebates starting from \$5,000 up to \$8,500 are available to those who purchased plug-in hybrid and battery electric vehicles after July 1, 2010. And green licence plates are now available to drivers of such electric vehicles to use carpool lanes, even if there is only one person in the vehicle. The province invested \$1 million in the Better Place demonstration centre and charging network. [Learn more](#) about Better Place's Ontario project.

ECotality's Seattle Office and [The EV Project](#) Released Several News Items

March 2011

Fred Meyer Stores Partners with ECotality to Install Blink™ EV Charging Stations

Fred Meyer will become a commercial launch partner for The EV Project and will install ECotality's [Blink™](#) Commercial Charging Station at stores in Oregon and Washington.

Now paying \$2,500 per commercial charging station installation.

ECotality increased The EV Project commercial installation credit from \$1,500 to \$2,500 per charging station for qualifying property owners. For a site with four publicly available chargers, that's \$10,000 towards installation costs along with free [Blink™](#) commercial charging stations.

ECotality Commences Blink™ Residential Charging Station Installations in Washington

On March 7, ECotality was at the Bellevue home of Samantha Quick to join other EV Project regions in Los Angeles, San Diego, Oregon and Arizona in celebrating installations of residential charging infrastructure. In early February, ECotality announced the start of the mass manufacturing of its [Blink™](#) Charging Stations at the Roush Manufacturing facility outside of Detroit, Michigan. [Learn more.](#)

Ford Plans More EVs

As you probably know, Ford Motor Co. has big plans for electric vehicles beyond its current excellent Escape and Fusion parallel hybrids. They've already got the Transit Connect Electric, a small commercial van outfitted by Azure Dynamics and will have a Focus BEV by the end of 2011 and two Focus-based C-MAX compact minivan hybrids in 2012 - one with Ford's next-generation hybrid system, the other a C-MAX Energi plug-in hybrid. [Learn more.](#)

Azure Dynamics Opens European Headquarters Three Months Ahead of Schedule

Azure Dynamics Corporation announced on March 15, that it has opened its new European headquarters office in North London to support its sales and marketing efforts for the new all-electric Ford Transit Connect, which is scheduled for European production in June 2011. Azure's new European facility will be responsible for all European operations including engineering and program coordination, manufacturing activities, sales and marketing and service support. And on March 22, 2011, Ford and Azure Dynamics Corp. have confirmed their first European customer for their Transit Connect Electric van. Norwegian Post signed a contract for 20 Transit Connect Electric vehicles, with an option to further increase the order at a future date. [Learn more.](#)

John Wallace Joins REV Board of Rapid Electric Vehicles Inc.

As announced on March 15, John Wallace, a recognized visionary in clean vehicle research at Ford, is bringing his 20 years of experience studying alternative automotive propulsion to Rapid Electric Vehicles Inc. (REV™) [Learn more.](#)

Québec Supports AddÉnergie

The Québec Government announced on March 18 an investment of \$1,210,390 in AddÉnergie Technologies for the design, development, demonstration and certification of charging stations for electric vehicles. The actual contribution from the Government of Québec is \$763,000.

Other EV Accelerators

Government of Canada Invests B.C. Solar Energy Project

COLWOOD, B.C. - Canada's investment in a solar energy project in BC includes EV charging stations in the Municipality of Colwood. [Learn More.](#)

ANSI to Facilitate Development of Standardization Roadmap for Safe, Mass Deployment of Electric Vehicles in the United States.

PR Newswire March 9, 2011

A March 4th meeting convened by the American National Standards Institute (ANSI) has resulted in an agreement by key stakeholders from the private and public sectors to develop a standardization roadmap to enable the safe, mass deployment of electric vehicles and associated infrastructure in the United States. ANSI will form an Electric Vehicles Standards Panel (EVSP) in order to begin this critical work effort. The decision was reached at the first meeting of an interim steering committee convened by ANSI in response to suggestions that the U.S. standardization community needs a coordinated approach to keep pace with electric vehicles initiatives moving forward in other parts of the world. [Learn More.](#)

Something to Add? [Send Us Your Ideas Today!](#)