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The leading voice for electric vehicles in Canada

EMC NEWSLETTER - JANUARY 2013 ISSUE

Membership News

News from EMC

News from Members

Other EV Accelerators



Upcoming Events:

February 13-15, 2013
Federation of Canadian Municipalities, Sustainable Cities Conference
 Windsor, ON
 Electric Vehicle Session and Exhibit scheduled
www.fcm.ca

April 12-14, 2013

PRESIDENT'S CORNER

An Exciting Year Ahead

It looks like the possibilities for electric vehicles are accelerating this year despite reports of slow sales. **Toyota Canada** has announced that it will build the first Lexus hybrid outside of Japan at its Cambridge, Ontario plant. **General Motors** introduced the



Green Living Show

Toronto, ON

Dedicated EMC exhibit area -

Displays wanted!

Contact Bruce McLeod,

bruce.mcleod@emc-mec.ca

May 31-June 5, 2013

**Canadian Urban Transit Association
Annual Conference**

St. John's, NL

www.cutaactu.ca

June 10-12, 2013

**Electric Drive Transportation
Association Conference**

Washington, DC

www.electricdrive.org

June 25-27 (new date), 2013

**Green Fleet Expo VIII, NAFA Canadian
Conference and 2013 Ride and Drive**

Toronto, ON

Tradeshow and sponsorship opportunities
availablewww.nafa.org

October 15-17, 2013

eCarTec Munich 2012

Munich, Germany

www.ecartec.eu**October 21-23, 2013****EV2013VÉ Conference and Tradeshow
Accelerating EV Growth.****Hilton Lac-Leamy, Gatineau, QC**www.emc-mec.ca

November 17-20, 2013

EVS27

Barcelona, Spain

www.evs27.org

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Electric Mobility Canada

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extended-range Cadillac ELR at the North American International Auto Show, a car that was described in the Globe and Mail as "the best-looking Caddy ever". **Nissan** is positioning the all-electric LEAF into a more affordable model and says 2013 sales in North America will be "at least 20 per cent higher" than 2012.

The City of **Indianapolis** announced that it would transition its entire fleet to hybrid and electric cars. The **Canadian Automobile Association**, a member of Electric Mobility Canada has launched a new web page dedicated to electric vehicle consumers. And as I describe in more detail below, India launched its National Electric Mobility Mission Plan this month that will begin that country's transition from imported oil to domestic energy.

Planning for our **EVVÉ2013 Conference** is underway under the direction of our past President and CEO, Al Cormier and the support of many members serving on the Organizing, Communications, Technical and Trade Show Committees.

MEMBERSHIP NEWS

A New Membership Category for Individual Owners

At EMC's Board of Directors meeting last October, a new membership category for EV owners was proposed. Recently we received this email from a new owner who had this to say:

"I purchased a Chevy Volt yesterday and I was looking for info about public charging stations. I just found your association and thought I would look at joining. Wow, it's really expensive!! I guess it is really aimed at the industry. Even your "supporter" category at \$220 is too much for me! I just spent a fortune on my car.

"Here's my suggestion: create a category for individual car owners for FREE. Why? Because ultimately we're the ones who will help grow your industry. If you know who we are, you can survey us and ask for our support when you want to lobby government. You don't have to give us much. Maybe a newsletter, a sticker for our car window and a few deals. (e.g. a discount on a home charger)."

See <http://www.emc-mec.ca/eng/directory-ev-resources.php> for a **complete directory of electric vehicle resources in Canada.**

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www.emc-mec.ca

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



NEWS FROM EMC

Green Living Show to Showcase Electric and Hybrid Vehicles

Canada's largest public show dedicated to all things green is scheduled to take place April 12-14 at Toronto's Direct Energy Centre. Last year Electric Mobility Canada and Green Living created an area in the show where a number of members displayed their products and services. This year, the Electric Mobility Canada Electric Vehicle Show will be placed at the main entrance where over 30,000 visitors are expected. A large number of vehicles will be the focus of the show and exhibit areas will surround the display. Bruce McLeod is coordinating exhibits and you can reach him at bruce.mcleod@emc-mec.ca.

EMC President Visits India

At the invitation of the Consulate General of Canada Trade Commission in India, EMC president & CEO Chris Hill spent 8 days in India in January. While there, Indian Prime Minister Manmohan Singh announced the National Electric Mobility Mission Plan 2020 which has a goal of between 6 million and 7 million electric vehicles in India by 2020, in part to reduce the country's reliance on foreign oil. Many of these will be two and three-wheelers which make up the majority of India's light-duty fleet.

The Trade Commission Office arranged several visits to prominent organizations and events, including the Society of Indian Automotive Manufacturers (SIAM), the Automotive Components Manufacturers' Association (ACMA), the Symposium on International Automotive Technology hosted by the Automotive Research Association of India (ARAI) and Vibrant Gujarat, an international business summit hosted by the Chief Minister of the state of Gujarat. Meetings were also held with a number of Indian enterprises including automotive manufacturers.

EMC Chair Addresses Several Conferences

EMC Chair Dr. Matthew Stevens presented some of the early findings of the PEV Readiness Working Group to the Electrical Distribution Information Systems and Technology (EDIST) Conference near Toronto in January. Matt has additional presentations scheduled including the Electric Vehicle & Infrastructure Summit in Toronto on February 5 and the Canadian Automobile Dealers' Association on February 13.

Quebec Chapter Meets in Montreal

Members of Electric Mobility Canada enjoyed a social networking evening in Montreal on January 22. Additional events will be scheduled for later this year.

British Columbia Incentive Program for

Electric Vehicles Update

EMC's Government Relations Committee chaired by James Rowland, Ford Motor Company of Canada Limited has been working with EMC members in British Columbia to extend the current incentive for electric vehicles, which is due to end on March 31, 2013. A final decision is expected soon.

Membership Survey

The first survey of EMC members is underway and we are looking forward to your input as we develop our 2013 business plan. The survey is open until February 1.

NEWS FROM MEMBERS

Good News for the Province of Quebec!

The Electric Circuit will expand in 2013

At the opening of the Montréal International Auto Show, Hydro-Québec presented very positive results for Québec's and Canada's first public charging network, following its first nine months in operation. Twenty new partners have joined The Electric Circuit in recent months and now offer this charging service to their customers. With nearly 150 charging stations installed in 34 cities spread across ten Québec regions, The Electric Circuit allows electric vehicle drivers to travel worry-free and benefit from a very unique type of service.

To read more, click [here](#).

CAA survey: Quebecers are among the most likely to consider buying an electric vehicle

Montreal, January 17, 2013 - According to a recent cross-Canada survey conducted by Harris/Decima for the Canadian Automobile Association (CAA), 42% of Quebecers say they are likely to buy or ready to consider buying an all-electric vehicle for their next purchase. This makes them among the most likely consumers in Canada to get this type of vehicle, just behind British Columbians, at 45%. The main areas of hesitation toward electric vehicles involve cost and charging stations.

To read more, click [here](#).

A new Web Site on sustainable transportation

Well known Quebec physicist, author and lecturer Pierre Langlois has been promoting sustainable transportation including much work on electric transportation for some time and is well known throughout Quebec and elsewhere. He recently launched his new web site www.planglois.com in which a section contains a link to 33 organizations promoting sustainable transportation in Quebec. We are pleased that Electric Mobility Canada is the first organization listed.

OTHER EV ACCELERATORS

Electric Mobility a big part of low carbon scenario for Canada and other industrialized countries

The **Trottier Energy Futures Project (TEFP)** is a research and modeling effort to determine how Canada can dramatically reduce its emissions of the greenhouse gas (GHG) emissions that are the primary cause of global climate change. Established in 2010 as a partnership between the David Suzuki Foundation and the Canadian Academy of Engineering, the TAFP objective is to chart a course for an 80% per cent reduction in Canada's energy-related GHG emissions by 2050, using 1990 levels as a baseline. The report outlines what truly low carbon futures (emissions at least 80% below current levels) might look like for eight rich, industrial countries including Canada. For Canada, it predicts transport energy intensity drops by 55 per cent, and the share of electricity in meeting the final demand for transport grows from almost zero today to about 55 per cent by 2050. You can download the report at

<http://www.trottiereenergyfutures.ca/wp-content/uploads/2013/01/Low-Carbon-Energy-Futures.pdf>

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