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Press Release

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For immediate release

ecoENERGY Initiative: Another Step in the right direction for Electric Mobility in Canada

MISSISSUAGA, ON (August 8, 2011) – Electric Mobility Canada (EMC) applauds the federal government on the ecoENERGY Innovation Initiative recently announced by the Honourable Joe Oliver, Minister of Natural Resources. The \$97-million program will invest in the electrification of transportation through electric vehicle (EV) charging stations, covering 50% of costs.

The program's objective is to support energy technology innovation to produce and use energy in a cleaner and more efficient way. This initiative is a key component of the Government of Canada's actions to achieve real emissions reductions, while maintaining Canada's economic advantage and its ability to create jobs for Canadians. It will also help in the search for long-term solutions to reduce and eliminate air pollutants from energy production and use.

Al Cormier, President and CEO of EMC indicated that various EMC members that deal with this infrastructure aspect should be greatly encouraged to take advantage of this new federal announcement. "It will help Canadians take advantage of alternative methods of transportation. Promoting the electric mobility community, be it business, universities or individuals, is paramount to giving Canadian a choice in the energy used for their transportation needs," said Cormier.

EMC members represent a large value chain of electric drive, vehicle and equipment manufacturers, energy providers, component suppliers, research institutions, government agencies and end users that will take part in the development of this initiative.

Mike Elwood, Chair of EMC Board and Vice-President of Azure Dynamics, added that "This federal support for the development of charging infrastructure is very important and paramount to the successful implementation of electric mobility in Canada. It also supports the work of the Electric Vehicle Technology Roadmap for Canada that was led by EMC. More importantly, it will promote EMC's vision of *Building Canada's Green Highway*, connecting Canadians coast-to-coast with service stations that will feature fast-charging infrastructure for electric vehicles."

Electric Mobility Canada holds high hopes for the ecoENERGY Innovation Initiative from the Harper Government in advancing energy technologies that will produce and use energy in a cleaner more efficient way, especially with the push of electric mobility as an alternative source for all Canadians.

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About Electric Mobility Canada (EMC)

Founded in 2006, Electric Mobility Canada (EMC) is a national not-for-profit organization that is dedicated to the promotion of electric vehicles as a readily available solution to Canada's emerging energy and environmental issues. EMC strives to raise public understanding of the larger issues affecting transportation and seeks regulations and other conditions favourable to the increased use of electric vehicles.

The membership of EMC includes companies engaged in the sale or distribution of the vehicles or components or the delivery of professional services, electric energy providers at provincial and local levels, companies that have vehicle fleets, governments and affiliated organizations, and individual supporters. The EMC Conference & Tradeshow, EV2011VÉ, taking place in Toronto, Ontario from September 26 – 29, 2011 provides opportunities for electric vehicle industry to present the latest developments in EV technology, infrastructure, research and development, and policy; and to showcase EV technologies and products.

For media accreditation for the EV2011VÉ, please email Kayla van Zon at k.vanzon@interkom.ca