



[Cliquez ici pour la version française](#)

Electric Mobility Canada Newsletter

November 2011

November Issue

New Members
News from EMC
News from Members
Other EV Accelerators

Contact Us

Al Cormier, President & CEO
Electric Mobility Canada
Suite 309, 9-6975 Meadowvale
Town Centre Circle
Mississauga, ON
Canada L5N 2V7

Tel: 416.970.9242
Fax: 905.858.9291
Email: al.cormier@emc-mec.ca
Website: www.emc-mec.ca

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.

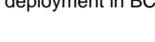
EMC Sponsor



*A founding sponsor
Commanditaire principal*

Join the Conversation!

Be the change! Join EMC on Facebook, Twitter, YouTube or connect with AI on LinkedIn.



News from EMC (as of November 15, 2011)

British Columbia's Clean Energy Transportation Program

EMC worked hard in 2011 at convincing BC officials and politicians that support for EVs makes imminent sense in BC, a province with abundant clean, renewable and low cost electricity. Their response, as announced on November 5, outlined four programs and many choices that support EV deployment in BC. The four programs are:

- The point-of-sale incentive program begins Dec. 1 and will provide up to \$5,000 off the sticker price for qualifying new battery electric, fuel cell electric, plug-in hybrid electric and compressed natural gas vehicles.
- With over \$6 million in provincial funding for new charging stations and upgrades to hydrogen fuelling stations at existing facilities, owners of clean energy vehicles will have more charging and fuelling options.
- On Dec. 1, homeowners who want to install dedicated charging stations in their homes for their clean energy vehicles will get a rebate of up to \$500 per qualifying station.
- As of today, \$2.5-million in BC SCRAP-IT Society funding will expand the already successful non-profit group's initiative to remove high-polluting vehicles from B.C. roads.

Full details are available at <http://www.newsroom.gov.bc.ca/ministries/environment-1/>

EMC Meets Canada's Finance Committee

At their October 31 meeting in Toronto, Canada's Standing Committee on Finance heard EMC's proposals for federal actions to accelerate EV adoptions in Canada. EMC's presentation, which is posted at <http://www.emc-mec.ca/eng/advocacy.php> contained four key recommendations:

- Financial support for the continued development of codes and standards
- Financial support for EV charging infrastructure at home and business
- Leadership by adopting EVs in the Federal Government fleet
- Financial support for a study to define and plan for Canada's Green Highway.

Absent from the recommendations were proposed incentives to early adopters of EVs. This was done based on the observation that the current government in Ottawa does not seem to have interest in this type of support.

Building Canada's Green Highway

EMC submitted a Letter of Interest (LOI) to Canada's ecoEnergy Innovation Initiative for work on Canada's Green Highway. The proposal contained two project phases. Phase 1 was for a front end design and engineering study aimed at defining the characteristics of the green highway, the technologies to be used, the partners needed, as well as the financial needs. The actual installation of EV charging stations would have begun in phase 2. While the LOI was accepted and EMC asked to submit a full proposal by November 21, the requirements for the full proposal were simply not possible for EMC to meet at this time. Among the complex requirements was the need to clearly identify all the potential partners, provide proof of their financial commitment and role in the project. While these are reasonable requirements for most projects, these requirements could not be defined until the front end feasibility/design study is available. Therefore EMC decided not to proceed with the full proposal and instead recommended the front end design/feasibility study as part of its recommendation to the Finance Committee. EMC looks forward to starting such a study soon.

Board Retreat

The EMC Board of Directors held its second annual retreat on September 29, immediately after the EV 2011 VÉ. This provided the board with the opportunity to define the priorities it will pursue in 2012 and to plan an orderly transition to new President and CEO Chris Hill. Although not available to take over until January 2012, Chris is devoting much of his personal time this fall to become familiar with EMC matters and to contribute where his schedule allows. The key outcomes of the retreat are that EMC should increase its focus on government relations and communications activities and to increase its presence in key regions of the country. The Board will adopt these measures as part of the 2012 Business Plan and budget which are now under preparation.

James Rowland to lead EMC's Government Relations Committee

The EMC Board appointed James Rowland, Manager of Government Relations at Ford Motor Company of Canada, to chair the Government Relations Committee at the board meeting on September 29. EMC is grateful to Ian Forsyth of Nissan Canada whose term as chair ended in September.

EMC Speaks at Several Conferences

EMC continues to spread the EV message at a series of events this fall:

- Chair Mike Elwood represented EMC at Montreal's Provincial Climate Change Leadership conference on November 1.
- The Canadian Standards Association (CSA) is holding a series of conferences across Canada titled: "Canadian Electrical Code and Electrical Safety". Al Cormier was pleased to accept the role of keynote speaker at the Saskatoon events (October 25) and the Halifax event (Dec 5).
- Al Cormier made a presentation on electric buses at the Canadian Urban Transit Association conference on November 8.
- Sylvain Castonguay represents EMC at a Quebec City conference on 'Parteneriat Innovation' on November 23.
- Incoming CEO Chris Hill is representing EMC at the Greening Government Conference in Ottawa on November 29.

EMC Organizing a Canadian Pavilion at EVS 26

EVS 26, the global EV conference taking place in Los Angeles May 6 to 9, 2012, will be the 3rd EVS event at which EMC led a Canadian presence in the trade show. Industry members have been canvassed and there is sufficient interest in organizing a Canadian Pavilion at the Los Angeles event. EMC is now dealing with the EVS organizers and Canada's Department of Foreign Affairs and International Trade to finalize a plan for acceptance by industry participants.

Planning for EMC's EV 2012 VÉ Conference in Montreal has started

With the collaboration of conference host Hydro-Québec, planning is well underway for the EV 2012 VÉ, taking place in Montreal October 23 to 26, 2012. The conference theme is 'The Business of Going EV'. Volunteers are being sought for the Technical Program Committee and the Trade Show Committee. If you're interested, contact Al Cormier at al.cormier@emc-mec.ca.

For further information on news from EMC, please contact [Al Cormier](#).

News from Members

(Members are reminded to send us their media releases and other company announcements for use in this newsletter)

The Province of Nova Scotia, Nova Scotia Power and Nissan Canada Announce Partnership to Promote Electric Mobility

On November 3, 2011, Nova Scotia Power in cooperation with Nissan Canada and O'Regan's Nissan Halifax announced the launch of ShareReady, an exciting new electric vehicle pilot program. Nova Scotia Power has secured 10 all-electric Nissan LEAF™ vehicles for shared use by organizations in Nova Scotia. As part of the pilot program, Nova Scotia Power is incorporating two Nissan LEAFs™ into its own fleet. The remaining vehicles will be deployed by partner organizations. A memorandum of understanding (MOU) between the Province of Nova Scotia, Nova Scotia Power and Nissan Canada was also announced at the event committing the partners to work together to build awareness of the benefits of electric vehicles. The environmental benefits of electric vehicles were examined by Dr. Larry Hughes, professor of Electrical and Computer Engineering at Dalhousie University. The study found that with the fuel sources used by NS Power in 2010 to generate electricity, the Nissan LEAF™ produces approximately 20% lower greenhouse gas emissions than the most fuel-efficient conventional vehicle in its class. To read more about the ShareReady pilot program, or to view Dr. Hughes' full report, visit <http://shareready.nspower.ca>.

CrossChasm Recognized as One of Canada's Top 15 Cleantech Companies

CrossChasm received the award at a banquet on October 14 and according to CEO Matt Stevens, "this award is a big milestone on what we hope is a long journey ahead. There is a lot left on the to-do list. And we hope to continue to make you proud of having us as a supplier, partner, or relative." CrossChasm helps those bringing the best hybrid and electric vehicles to market and their sister company, FleetCarma, helps those trying to figure out which hybrid and electric vehicles will work for them. More info on the award is available at: <http://news.fleetcarma.com/2011/10/19/fleetcarma-wins-deloitte-technology-green-15-award/>

EnerMotion Inc. Closes Financing Deal with the Toronto Atmospheric Fund (TAF)

After several months of due diligence by TAF investigating the environmental benefits and cost savings through reduced fuel consumption of over-the-road trucks employing EnerMotion's hybrid waste heat recovery technology, TAF has committed to financially backing the EMC member company. Capital will be used to launch the company's road demonstration program commencing first in the greater Toronto area. This funding support will also engage the company's Sustainable Development Technologies Canada (SDTC) multi-million dollar project that was awarded to EnerMotion last year.

EnerMotion Inc launches its waste heat recovery technology - called HYPERTM

After several years of research, development, testing, and filing patents, EnerMotion proudly introduces its Hybrid Power Engine HYPERTM storage system to its first target market - heavy trucks. The HYPERTM product captures waste heat from a vehicle's exhaust system and converts it to usable energy. In over-the-road truck applications, air conditioning compressors, direct fired heaters and diesel powered 'gensets' are all eliminated. In a hybrid electric driveline, the HYPERTM functions as a power extender. Click [here](#) to read the full article in trucknews.com

Seven Auto Manufacturers Collaborate on Harmonized Electric Vehicle Fast-Charging Solution

Recognizing the importance of a single international approach for DC fast charging, Audi, BMW, Daimler, Ford, General Motors, Porsche and Volkswagen have agreed on the combined charging system as an international standardized approach to charge electric vehicles (EV) in Europe and the United States. The system is a combined charging approach integrating all charging scenarios into one vehicle inlet/charging connector and uses identical ways for the vehicle to communicate with the charging station. This allows electric vehicles from the above auto manufacturers to share the same fast charging stations. The seven auto manufacturers believe the development of a common charging approach is good for customers, the industry and charging infrastructure providers. Standardization will reduce build complexity for manufacturers, accelerate the installation of common systems internationally and most importantly, improve the ownership experience for EV drivers.

REV Technologies Inc. Selected by Global Cleantech Cluster Association as 2011 Later Stage Award Top 30 Finalist

REV Technologies Inc. announced that it has been chosen by the Global Cleantech Cluster Association as a 2011 Later Stage Award Top 30 semi-finalist. Inclusion in the GCCA Global Top 30 reflects the strong business and market position of the company in the convergence of the energy and automotive sectors, and signifies its innovative approach and technologies are gaining a foothold in the new global green economy. REV was nominated for its vehicle-to-grid networking solution that leverages the excess battery capacity of electric vehicles, in effect creating a virtual power plant. REV Technologies Inc. and the other 2011 Global Top 30 companies will be honoured at the GCCA's Later Stage Award Dinner held in conjunction with the Dublin Cleantech Forum, on November 14, 2011. More information on <http://www.globalcleantech.org/awards/2011-global-top-30>

Mitsubishi Focuses Its EVs on Normal

In an effort to prove electric cars will work - are "normal" - even in the smaller cities of middle America, Mitsubishi Motors is flooding the city of Normal, Illinois., with up to 1,000 of its coming "i" electric cars. To help foster the change and keep the folks of Normal moving, 30 high-speed electric-car chargers are being installed around town. The promotion underscores the challenge that faces electric-car makers. Electric cars are now being snapped up by all the people who can afford high-price electric cars and who are so devotedly green that they want to have one immediately. But those "early adopter" ranks will quickly run thin. To make money on such vehicles in the long term, makers now need to persuade average drivers to buy electric cars as well. The car is due to begin rolling out this fall and is a centerpiece in the company's effort to recast its image to become known for energy efficient vehicles.

Chevrolet to Produce Spark EV

Chevrolet today announced it will produce an all-electric version of the Chevrolet Spark mini-car - the Spark EV. It will be sold in limited quantities in select U.S. and global markets starting in 2013, including California. The Spark EV offers customers living in urban areas who have predictable driving patterns or short commutes an all-electric option. It complements Chevrolet's growing range of electrified vehicles, including the Volt extended-range EV and the 2013 Malibu Eco with eAssist technology.

Azure Dynamics Supplies Transit Connect to Hertz

Azure and Hertz announced the addition of the innovative Ford Transit Connect Electric van into Hertz's fleet, a first for the car rental industry. The five Hertz units will be deployed mid-November at multiple locations as part of Hertz Entertainment Services and Hertz on Demand car sharing. According to independent data, rental car companies collectively operate approximately 1.63 million vehicles in the United States. As the economy gains traction, it is expected that U.S. rental companies will add vehicles to their fleets including fuel efficient 'green' vehicles.

Other EV Accelerators

Toyota Develops New Electric Car Battery

2011 10 17 - Toyota Motor has developed a secondary electric car battery that can last up to 1,000 km per charge, as reported by the Nihon Keizai Shimbun. That is five times the energy storage capacity of existing batteries. Toyota came up with the prototype in collaboration with the Tokyo Institute of Technology and the High Energy Accelerator Research Organization. The new battery is based on a solid core and its simplified structure means it does not require fire-retardant materials. It eliminates the disadvantages of lithium-ion batteries, which are based on an easily heatable and combustible liquid core. Toyota plans to improve the battery and commercialize it sometime in 2015 to 2020. Japan's New Energy and Industrial Technology Development Organization predicted it will be possible to cut the battery production cost to one-fifth to one-tenth of the current level by 2020.

Quebec Announces a Surface Transport Industry Cluster

2011 10 20 - AMETVS (Association des manufacturiers d'équipements de transport et de véhicules spéciaux) and the four regional surface transport niches that operated under the name Accord announced the formation the 'Cluster on Quebec excellence in surface transport'. Led by AMETVS Executive Director Denis Robillard, this merging of five organizations is to optimize the industry resources and the expertise while ensuring a strong image for the industry in Quebec as well as outside of Quebec. The Cluster members include industry, technical, scientific and government actors involved in the supply chain for surface transport in Quebec. The cluster is led by a Board of Directors from industry and according to the first chair Bruno Doyon of Sigma Industries Inc, the new Cluster gives a unique window representing the varied interests of Quebec's surface transport industry. EMC is meeting representatives from the Cluster in Montreal on November 15 to discuss an appropriate relationship between the Cluster and EMC.

Ireland to Outpace US in EV Adoption

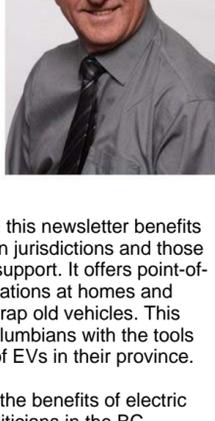
2011 11 02 - According to Pike Research, Ireland is likely to outpace the U.S in EV adoption. Ireland is set to install 1,500 public charging stations this year and ESB, Ireland's leading electricity provider is investing in infrastructure to support the government's goal of 10% of all vehicles being electrified by 2020. ESB will streamline EV charging through a single-card payment system so customers can switch electricity providers or charging locations and have the fees consolidated back to their home account. ESB will also use smart charging to manage the equipment so that PEVs can participate in grid services, a step that utilities in the U.S. (with the exception of NRG) have been slow to take.

FleetWise EV300 Partners Order 60 EVs

2011 11 03- The Toronto Atmospheric Fund's FleetWise EV300 has helped 15 fleet partners make the jump to EVs. 60 electric vehicles will be delivered to 15 fleet partners in 2011 with many more expected in 2012. Current partners include AutoShare, the City of Toronto, Ministry of Transportation Ontario and the Greater Toronto Airports Authority. Visit FleetWise.ca to learn more.

President's Corner

British Columbia is back in the EV game and Nova Scotia joins the club. With their November 5th, \$17-million Clean Energy Transportation announcement in Surrey, BC, Environment Minister Terry Lake and his colleague Rich Coleman, Minister of Energy and Mines, have brought British Columbia back to the table in terms of EV support. British Columbia now joins Manitoba, Ontario and Quebec as provinces supporting the deployment of EV technologies.



Their four-part program summarized in this newsletter benefits from the experiences in other Canadian jurisdictions and those in other countries already offering EV support. It offers point-of-sale incentives, support for charging stations at homes and businesses, as well as incentives to scrap old vehicles. This thoughtful program provides British Columbians with the tools necessary to accelerate the adoption of EVs in their province.

EMC worked hard in 2011 to point out the benefits of electric traction to government officials and politicians in the BC Government. We are pleased with their response, which will create jobs in BC and offer BC residents the opportunity to significantly reduce their annual transportation costs. Well done BC!

And at the other end of Canada, on November 3rd in Halifax, the Nova Scotia Government, along with EMC members - Nova Scotia Power and Nissan Canada, announced a partnership to promote EVs in their province. It is a modest program involving Nissan Leafs but an important step in a province with ambitious plans to increase its electricity from renewable sources and lessen its oil imports. See details below. Our congratulations to NS! EMC will be meeting Nova Scotia officials in early December to discuss opportunities to grow this program.

New Member

EMC is pleased to welcome the following new member:

Brisith Columbia Institute of Technology (BCIT)
3700 Willingdon Avenue
Burnaby, BC V5G 3H2
Website: www.bcit.ca/transportation
Rob MacGregor, Director of Business - School of Transportation
Tel: 604 432 8543
Email: rob_macgregor@bcit.ca

Click [here](#) for a complete directory of electric vehicle resources in Canada.