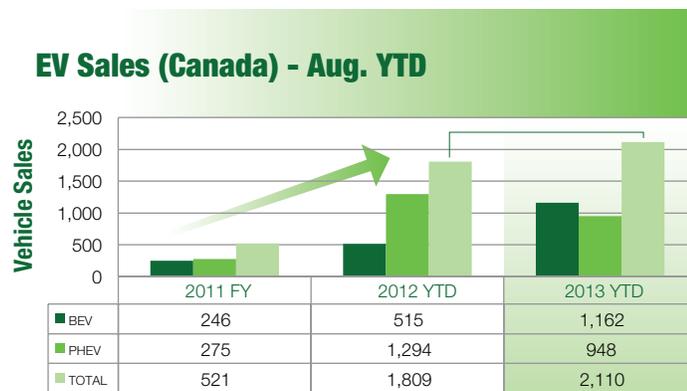


NATIONAL ELECTRIC VEHICLE CONFERENCE COMES TO OTTAWA / GATINEAU OCTOBER 21

Electric Mobility Canada (EMC) – the voice of the electric vehicle industry in Canada – is hosting EVVÉ2013 - Canada's national EV conference and trade show in Gatineau October 21-23. This is the 5th annual event and promises to be the most successful event to date to advance the electrification of transportation in Canada.

EV SALES IN CANADA POINTING UP



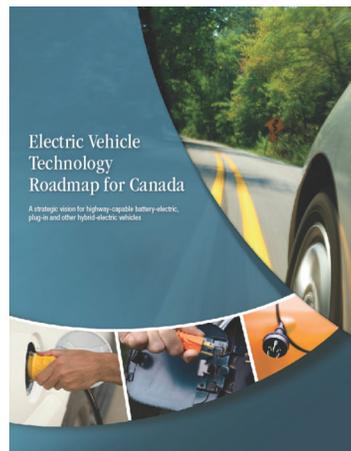
Source: Manufacturer Sales Data

EV Sales (US) - Aug. YTD



Source: Electric Drive Transportation Association

DID YOU KNOW:
August US EV Sales (64k - including Hybrids) surpassed 4% of the total Auto Industry share for the 1st time!



CANADA LEADS WITH EV ROADMAP

The Government of Canada has led a number of initiatives to build the foundation for Canadian consumers to consider EV when they are shopping for a new car. The most significant was the joint industry – government developed “Electric Vehicle Technology Roadmap for Canada” that was led by EMC with the support of Natural Resources Canada.

OTHER IMPORTANT FEDERAL INITIATIVES

- First responder program developed for Canada
- Priority given to alternative fuel vehicles for government fleets
- EV Roadmap Completed
- EV Hub – Industry-Government EV working group created (see profile)
- Funded world-leading R&D at Canadian Universities
- Development of Codes and Standards

News Flash:

October 7, 2013

Quebec announces new EV funding to lead the province's EV adoption including a plan to have 5000 charging stations by 2017

POLICIES & PRIORITIES TO ACCELERATE EV GROWTH FOR CANADA

There are a number of actions that will support the acceleration of EV growth in Canada

1. Tax credit for alternative fuel vehicles that would include EV infrastructure and align with US programs
2. Take lead to purchase vehicles – modify metric to enhance purchase of green vehicles
3. Expanded R&D to ensure the Canadian EV industry is a world leader
4. Purchaser education
5. Continued support for strategic initiatives is paramount

EVs CONTRIBUTE TO CANADA'S GREEN PROFILE

Canada is known around the world as an energy superpower, with hydro-electric power accounting for 62% of Canada's domestic electricity supply. This makes electric vehicles in Canada one of the cleanest transportation energy systems anywhere in the world.

Electricity is also the most widely distributed form of transportation energy available in almost every home and business. As more Canadians move to electric vehicles, the number of low or zero emission kilometers that Canadians drive each year increases.

Did you know: GHG Emission Reductions at the Tailpipe

Hybrid Electric Vehicle (HEV)	30-50%
Plug-in Hybrid Electric Vehicle (PHEV)	80%
Battery Electric Vehicle (BEV)	100%

PROVINCIAL POLICIES SUPPORT EV ADOPTION FOR CANADIANS

Quebec and Ontario account for 60% of Canada's vehicle sales and it will be no surprise that both provinces have led with consumer purchase incentives and infrastructure programs. And British Columbia is the other leader in Canada that is paving the way for EV adoption. Generally speaking, the provinces provide the required consumer purchase support while the Government of Canada leads with national EV program development.

Did you know: Economic Benefits of EV's

- Canada's auto industry is one of the largest drivers of Canada's economy and is gearing up quickly to bring electric vehicles to market.
- Canada has nearly 200 companies dedicated to the manufacture of components and systems needed for electric transport. These include producers of batteries, chargers, power management systems etc.
- These organizations and many of Canada's leading Universities have contributed to an increase in the recruitment and training of Highly Qualified Personnel (HQP) expanding Canada's advanced research and development capacity.
- These EV teams are primarily located in British Columbia, Manitoba, Ontario and Quebec.

The "EV HUB" – Implementing Canada's EV Roadmap

The HUB Committee, sometimes referred to as the EV HUB, is the Government-Industry Committee initiated in 2010 to provide oversight and guidance to the many activities and actors involved in the implementation of the Electric Vehicle Technology Roadmap (evTRM).

At its April 2013 meeting in Ottawa, committee members were advised that based on the successful track record of working together with industry to achieve results through collaboration, communication, focus and timely process, the HUB Committee concept has been adopted in other technology roadmap activities at the federal government level.

After three years of working together and with some changes in both government and industry representation on the HUB Committee, it was determined that it was a good time to reflect on the Committee's accomplishments, evaluate the role of HUB in implementing the evTRM

and to make recommendations on moving forward. We also need to ensure the evTRM continues to guide the development of the electric vehicle industry as it continues to evolve in Canada.

To this end, industry was asked by government to prepare an interim report that would:

- Include a short history of the evTRM and the original recommendations
- Document the origins and progress of the EV HUB
- Quantify the success of this uniquely collaborative effort
- Highlight some of the many successful programs which have influenced the adoption of EVs in Canada.

It was through the evTRM process that the initial EMC membership expanded across Canada. In particular, the evTRM was also instrumental in bringing the Automobile Manufacturers

on board and EMC involved them with its other members in addressing issues of mutual interest. Through the development of the evTRM, the varied interests at the table led to important interpersonal and cross-sector relationships, but more importantly, to the adoption of recommendations that all sectors could support.

This ultimately led Electric Mobility Canada (EMC) to include representation from OEM's on its board, creating a truly unique association crossing multiple sectors: utilities, parts and components suppliers, fleet managers, government agencies, academia and more. This broad based organization really gained momentum once the HUB was formed as it became possible to bring broad multi-sector representation into one room alongside the representatives from several federal government departments. As a result of this small yet very efficient HUB, a consensus driven approach took place and great things happened.

EV Hub to meet during "Government - Industry Summit" at EVVE 2013 Conference

During the EVVE 2013 Conference October 21-23 EV Hub members from government and industry will meet to review the progress of the implementation of the Electric Vehicle Technology Roadmap and discuss the future plans.

The evTRM laid out a 10 year plan to meet its vision through 2018 and there is a strong sense at this halfway point that the EV Hub continues to provide value in help facilitate the roadmap's implementation.

It is critical that the EV HUB members agree to continue this process and affirm the HUB's mandate.

FEDERAL PROGRAMS THAT CONTRIBUTE TO THE ADVANCEMENT OF EV'S IN CANADA

- Automotive Partnership Canada (Industry Canada)
- Sustainable Development Technology Canada (Industry Canada)
- ecoEnergy Implementation Initiatives (Natural Resources Canada)
- Natural Sciences and Engineering Research Council (Industry Canada)
- Industrial Research Assistance Program (National Research Council)