

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

October 1, 2021

Electric Mobility Canada to explore 2035 zero-emissions vehicle sales goal at Annual Conference

From **October 5 -7, 2021**, Electric Mobility Canada (EMC) will be holding its Annual Conference titled *Target 2035*. This virtual event will explore how to turn the federal government's light duty zero emissions vehicle (ZEV) 2035 sales goal into a reality.

Several important announcements

Several announcements will be made at this conference by StromVolt Americas Inc., EMC, and others. This yearly event is heavily anticipated by all the major players in the Canadian transportation electrification industry.

Conversations with VIPs

This conference will also see the participation of several VIPs, including The Honourable François-Phillipe Champagne, Minister of Innovation, Science and Industry, Canada, who will be opening the conference on October 5th at 10:30am EDT

Thought leaders and industry experts

The conference will host dozens of scientists, engineers and organizations from Canada and the U.S. Each day of the three-day conference is neatly categorized into the following:

- Oct. 5 (Day 1): Light-duty vehicle day
- Oct. 6 (Day 2): Health, environment & regulation day
- Oct. 7 (Day 3): Medium & heavy-duty vehicle day

This conference has been made possible through the generous support of our sponsors:

- **Presenting Sponsor: Hydro-Quebec**
- Level IV: CIBC, FLO | AddÉnergie, SCRAP-IT, StromVolt Americas Inc.
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- Level I: AES Engineering, Burlington Hydro, Maple Majestic, Roulez Électrique, Taiga Motors Inc.

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Program: <http://evve.emc-mec.ca/>

Registration: <https://hourglass.net/ev2021ve/register.html>

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