



**Canadian Vehicle
Manufacturers' Association**
**Association canadienne
des constructeurs de véhicules**



**Global Automakers
of Canada**

FOR IMMEDIATE RELEASE

Urgent Action Needed to Achieve Canada's Zero-Emission Vehicle Plan

Dramatically Improved Charging Infrastructure Needed say Vehicle Dealers and Manufacturers

June 13, 2023, OTTAWA -- Canada's leading automotive industry associations today published a Zero-Emission Vehicle (ZEV) Timeline that outlines the charging infrastructure needed to achieve 100% ZEV sales by 2035. The timeline shows that urgent action is required now to put Canada on the path to widespread ZEV adoption.

The **ZEV Timeline** was developed by the Canadian Automobile Dealers Association (CADA), the Canadian Vehicle Manufacturers' Association (CVMA), and Global Automakers of Canada (GAC), as part of a larger initiative aimed at helping Canadians and political leaders understand what is needed to succeed in the transformation to electrification. More information can be found at Roadto2035.ca.

"Canadians require dramatically more accessible and convenient public charging infrastructure if they are going to make the shift to electric," said Brian Kingston, President & CEO, CVMA. "We need a comprehensive, long-term plan to address the growing ZEV charging gap to meet the government's ambitious sales targets."

"Canadians expect certainty that they can afford, use, and charge their EVs in a manner that suits different lifestyles and geographical requirements before making the second most important purchasing decision in their lives," stated Tim Reuss, President & CEO, CADA. "For charging, that means being able to do so where they live, work, and play and not having to add 30-45 minutes to their daily commute by having to rely on public charging alone."

"It is not only the issue of having enough chargers – which is open to question," said David Adams, President & CEO, GAC. "There are three fundamental challenges for consumers when it comes to charging infrastructure: location, accessibility, and reliability. Nothing will detract from a consumer's electric driving experience more than if consumers do not know where the stations are, if the stations are inoperable when they arrive, or if they must wait to use them," said Adams.

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For more information, please contact:

Tasso Housakos, tasso@cada.ca, Cell: 514-889-7773

The Canadian Automobile Dealers Association (CADA) is the national association representing new car and truck dealers. Our 3,200 members are represented in nearly every community and collectively employ 160,000 people across the country.

The Canadian Vehicle Manufacturers' Association (CVMA) is the industry association that has represented Canada's leading manufacturers of light and heavy duty motor vehicles for more than 90 years. Its membership includes Ford Motor Company of Canada, General Motors of Canada Company, and Stellantis (FCA Canada Inc.). Collectively its members operate 5 vehicle assembly plants as well as engine and components plants and have over 1,300 dealerships. 136,000 jobs are directly tied to vehicle assembly in Canada. Direct and indirect jobs associated with vehicle manufacturing are estimated at over 792,000 across Canada.

Global Automakers of Canada (GAC) is the national industry association representing the Canadian interests of 15 leading international automakers including BMW Canada Inc., Honda Canada Inc., Hyundai Auto Canada Corp., Jaguar Land Rover Canada ULC., Kia Canada Inc., Maserati Canada Inc., Mazda Canada Inc., Mercedes-Benz Canada Inc., Mitsubishi Motor Sales of Canada Inc., Nissan Canada Inc., Porsche Cars Canada Ltd., Subaru Canada Inc., Toyota Canada Inc., Volkswagen Group Canada Inc., and Volvo Cars of Canada Corp. GAC advocates for sound public policy to support a competitive and sustainable Canadian automotive market. The members are committed to meeting the mobility needs of Canadians by providing greater consumer choice, offering leading-edge safety and environmental technologies, while eliminating unnecessary regulatory and trade barriers.