

Government Commitments are Not Commensurate with Auto Industry Requirements

TORONTO, ON April 7, 2022 – In response to the Federal Budget released today by Finance Minister Chrystia Freeland, David Adams, President and CEO of the Global Automakers of Canada noted, “The renewed commitment to fund the iZEV incentive program to offset the additional cost of zero emission vehicles is welcomed, but it is only going to assist 380,000 purchases over the next 3 years, which is about half of the ZEVs we’ll need to sell over that period to ramp up to the 20% of sales by 2026 target the government has set.” “Is it a help? Yes. Is it adequate? No – especially when the government just ratcheted up mandatory targets for the industry to 20% by 2026 and at least 60% by 2030 under last weeks’ 2030 Emissions Reduction Plan”, he added.

“In many cases, the commitments to EV and hydrogen fueling infrastructure are more important as these investments need to be made right now to remove the friction from the consumer transition to electrified vehicles,” said Adams. “However, once again, these budget commitments are inadequate. Nothing will dissuade a consumer from purchasing an EV faster than not knowing if that they can charge their vehicle quickly when they need to, and where they need to”. He added, “Folks are impatient if they have to wait 5 minutes for the person in front of them to fill up with gas and it is crystal clear that people are not going to tolerate having to wait 30-60 minutes for someone to finish charging their EV at a station before they can do so.”

The Global Automakers of Canada is a Canadian not-for-profit trade association based in Toronto, Ontario. It is the national trade association representing the Canadian interests of 15 of the world’s most respected automakers.

Our members represent more than 25 brands in the Canadian automotive market.

The GAC advocates for sound public policy to support a competitive and sustainable automotive market in Canada.

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