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For immediate release

GLOBAL AUTOMAKERS OF CANADA RESPONDS TO GOVERNMENT GOAL OF 100% ZERO EMISSION VEHICLE SALES BY 2035

TORONTO (June 29, 2021) – On behalf of its 15 member companies, the Global Automakers of Canada (GAC) responded to today’s federal announcement that it will require 100% of car and passenger truck sales be zero-emission by 2035 in Canada.

“The industry has already made plans to move to carbon neutrality by or before 2050 and to make the technology shifts required to support that objective,” said David Adams, President & CEO. “The industry globally is investing over \$330 billion to bring ZEVs to market and GAC members will have more than 125 models in the market by 2025,” added Adams.

“We share the government’s ultimate objective of carbon elimination but find today’s announcement lacking in the details that will be required for Canada to successfully make the transition to 100% ZEV sales by 2035,” reiterated Adams. “We look forward to further consultations with the government to elaborate on Canada’s plan for infrastructure investment, enhancement of manufacturing supply chains and coordinated federal and provincial policies which will facilitate the transition to carbon neutral mobility in Canada.”

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About Global Automakers of Canada

Global Automakers of Canada (GAC) is the national trade association representing the Canadian interests of 15 of the world's most respected automakers. Our members include: BMW Group 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 Car Canada Ltd. Together 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. Our members are committed to meeting the mobility needs of Canadians by providing greater consumer choice, offering leading edge safety and environmental technologies, and eliminating unnecessary regulatory and trade barriers.

In 2020, the member companies of the GAC sold 900,767 vehicles representing 59% of the Canadian automotive market. Further our members produced 57% of the vehicles built in Canada at Ontario plants in Alliston, Cambridge and Woodstock, and fully 58% of the vehicles sold by member companies in Canada were built in the NAFTA region, demonstrating a commitment to « building where they sell ». In 2020, Toyota assembled the most vehicles of any manufacturer in Canada and Honda was the third largest producer out of the five Canadian vehicle manufacturers.

Our members have been at the vanguard of the introduction of advanced technology vehicles, whether the technologies be environmental, such as conventional hybrid vehicles, plug-in battery electric vehicles, pure battery electric vehicles or hydrogen fuel cell electric vehicles; or vehicles incorporated the latest Advanced Driver Assistance Systems (ADAS) and increasingly high levels of automation.