



2030 Federal Emissions Reduction Plan: Targets without Clear Pathways

VANCOUVER/OTTAWA/ TORONTO, March 29, 2022 - Today, the Hon. Steven Guilbeault, Minister of the Environment and Climate Change tabled his plan to reduce greenhouse gas emissions by 40-45% below 2005 levels by 2030, as required under the *Net Zero Emissions Accountability Act*.

“The automotive industry is fully committed to decarbonizing its products. The Minister’s report released today lacks clarity around already announced commitments for ZEV purchase incentives and charging infrastructure, and what is actually necessary new funding to encourage Canadians to make the switch. Despite this lack of clarity, the larger challenge is the increased ambition – under regulation - for 20% ZEV sales by 2026 and “at least 60%” ZEV sales ,” said David Adams, President and CEO, Global Automakers of Canada. “We need some assurance that the consumer is going to join us on this ride, and at this point that is not entirely clear,” added Adams

“With multi billion-dollar investments in new electric vehicle manufacturing and the battery supply chain in Canada, the auto industry is leading the fight against climate change in the transportation sector,” said Brian Kingston, President and CEO, Canadian Vehicle Manufacturers’ Association. “Government efforts to improve electric vehicle charging infrastructure, enhance purchase incentives and educate consumers will determine whether or not Canada will keep pace.”

“What we really need from the government is collaborative dialogue, instead of additional policy measures,” said Tim Reuss, President and CEO of the Canadian Automobile Dealers Association. “It is only by working together – industry and government – that we are going to be able to achieve these goals,” added Reuss. “ In order to so, individual consumers will need to have the confidence that the products and the supporting infrastructure – including the ability to charge at home and at work – meet their everyday needs”.

The three associations have worked to form the “Road to 2035: Destination Zero Emissions” website at www.roadto2035.ca where the key factors that will accelerate ZEV adoption by consumers are outlined and elaborated on.

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