

**Press release**  
For immediate release



**CCAQ**  
CORPORATION DES  
CONCESSIONNAIRES  
AUTOMOBILES DU  
QUÉBEC



**Global Automakers**  
of Canada



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

## **Automotive industry associations share their recommendations on Bill 81: A Balanced approach is essential for the electric transition and protecting our economy**

Québec, January 29, 2024 – The Corporation des concessionnaires automobiles du Québec (CCAQ), the Global Automakers of Canada (GAC), and the Canadian Vehicle Manufacturers' Association (CVMA) presented a detailed brief today on Bill 81. The three organizations are calling on the Government of Québec to adopt a harmonized and pragmatic approach to ensure the successful transition to Zero-Emission Vehicles (ZEVs) in the heavy-duty transportation sector.

The brief highlights the unique challenges of electrifying heavy-duty vehicles, including limited technology availability, high costs, a lack of suitable charging infrastructure, and the operational complexity of this sector. It also advocates for harmonizing Québec's standards with those of other North American jurisdictions to avoid regulatory isolation and preserve the province's economic competitiveness.

Ian P. Sam Yue Chi, President and CEO of the CCAQ, stated:

*« Québec's dealers are ready to play a key role in the ecological transition, but it is crucial for this transition to be accompanied by a realistic regulatory framework aligned with other North American jurisdictions. An overly rigid or poorly adapted approach could compromise Québec's competitiveness and slow investment in new technologies. We invite the government to work closely with the industry to strike a balance between environmental ambitions and economic realities. »*

Brian Kingston, President and CEO of the CVMA, added:

*« Mandating heavy-duty zero-emission vehicle sales in Quebec will not speed the transition to electrification. The government's focus should be on providing strong consumer supports and addressing the real and growing challenges facing electrification including a lack of reliable and accessible charging infrastructure, inadequate grid capacity, and insufficient electricity generation. »*

Patrice Maltais, Director, Stakeholders Relations & Quebec Affairs of the GAC, concluded:

*« The proposal to introduce a new ZEV mandate targeting heavy-duty vehicles appears premature to us. We favor a technology-agnostic approach to allow room for existing or future alternative solutions to address the GHG challenges in heavy-duty transportation. »*

The joint brief, presented by the CCAQ, GAC, and CVMA, outlines key recommendations, including a gradual phasing-in of obligations, financial incentives to support the adoption of heavy-duty ZEVs, and ongoing dialogue with the industry. These measures aim to ensure that Québec achieves its environmental objectives while maintaining its economic competitiveness.

### **About the CCAQ**

The Corporation des concessionnaires automobiles du Québec represents nearly 900 dealerships across Québec, playing a central role in the local economy and the energy transition.

### **About the GAC**

Global Automakers of Canada (GAC) is the national trade association representing the Canadian interests of 16 of the world's most respected automakers. Our members include: 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., VinFast Auto Canada Inc., Volkswagen Group Canada Inc., and Volvo Car Canada Ltd. Together our members represent more than 25 brands in the Canadian automotive market.

### **About the CVMA**

The Canadian Vehicle Manufacturers' Association represents Canada's largest automakers and works to support a competitive and sustainable automotive industry.

### **For more information, please contact :**

Charles Robert  
Director of Government Relations and Media Relations, CCAQ  
Tel.: 581-307-1268 | Email: [crobert@ccaq.com](mailto:crobert@ccaq.com)

Patrice Maltais, LL.M., MBA, C.Mgr  
Director, Stakeholders Relations & Quebec Affairs  
Global Automakers of Canada  
205 Riviera Dr. Markham, ON, L3R 5J6  
437-224-1888