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CORPORATION DES
CONCESSIONNAIRES
AUTOMOBILES DU
QUÉBEC

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Global Automakers
of Canada

FOR IMMEDIATE RELEASE

Quebec is finally recognizing the problem but does not honour its commitment

Quebec City, June 11, 2026 — The Corporation of Quebec Automobile Dealers (CCAQ), the Canadian Vehicle Manufacturers' Association (CVMA) and Global Automakers of Canada (GAC) take note of the Government of Quebec's announcement regarding the zero-emission vehicle (ZEV) standard.

The three organizations expected to see the Premier's commitment to temporarily suspend the application of the ZEV standard, a measure required to provide relief to an industry facing several challenges and to allow for a comprehensive review of the program that reflects market dynamics and taxpayers' ability to pay. Instead, today's announcement amounts to a modulation of the regime rather than a true suspension.

"We recognize that the government is taking action today that brings some relief to dealers and manufacturers, and we welcome it. That said, we must be clear: the public commitment that was made was to suspend the application of the ZEV standard, not simply to modulate it. For Quebec dealers, who are already experiencing the very concrete effects of these regulations on allocations, costs and the predictability of their operations, it remains essential that the government go further and fully respect its word"

Ian P. Sam Yue Chi | President and CEO, Corporation of Quebec Automobile Dealers

The associations point out that the automotive industry does not question the objective of electrifying transportation. Rather, it is calling for a realistic, enforceable regulatory framework that is consistent with current market conditions, the new federal context, changing consumer demand and actual deployment capacity.

"We are disappointed that Premier Frechette did not follow through on her commitment to pause the ZEV mandate. This is the third time in recent years that Québec has adjusted its mandated ZEV sales targets. The reality is that governments cannot mandate consumer demand. Québécois should be free to choose the vehicle that best meets their needs, with government focused on creating the conditions to boost ZEV adoption"

Brian Kingston | President and CEO, Canadian Vehicle Manufacturers' Association

The three organizations point out that the current regime continues to impose significant pressure on manufacturers and their dealer networks, particularly through the mechanism of quotas, credits and penalties, in a market that is not evolving at the pace expected when the regulatory trajectory was tightened.

"We welcome the fact that the government finally recognizes the need to adjust its approach. Unfortunately, the targets expressed remain too ambitious given the economic context, the trade challenges with our American partners and the ability of Quebec drivers to pay. By pursuing targets that are not aligned with market realities, consumers, dealers and manufacturers are penalized. In keeping with the Premier's commitment, we expected a suspension that would have allowed a comprehensive review of the program toward credible objectives, an applicable compliance mechanism and true alignment with the North American context. This remains insufficient"

Patrice Maltais | for Global Automakers of Canada

The CCAQ, the CVMA and Global Automakers of Canada reiterate their willingness to work constructively with the Government of Quebec to put in place a realistic and effective framework that allows the energy transition to continue without unnecessarily weakening access to automobiles, the distribution network and the economic ecosystem that supports tens of thousands of jobs throughout Quebec.

— 30 —

About the organizations

About the CCAQ The Corporation of Quebec Automobile Dealers brings together nearly 900 new vehicle dealerships across Quebec.

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

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, representing 76.5% of all vehicles manufactured in Canada and over 60% of light vehicles sold in the country.

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