

Members

BMW • Honda • Hyundai • Jaguar Land Rover • Kia • Maserati • Mazda • Mercedes-Benz
Mitsubishi • Nissan • Porsche • Subaru • Toyota • Volkswagen • Volvo

Associates

Denso • Ferrari • Hino • Isuzu • McLaren • Ruff • SXM CVS • VinFast

For immediate release.

FEDERAL GOVERNMENT MUST ENGAGE WITH INDUSTRY TO ENSURE EV TARGETS ARE NOT ANOTHER SET OF MISSED CLIMATE GOALS

TORONTO (December 19, 2023) – In response to today’s Electric Vehicle Availability Standard announcement, the Global Automakers of Canada is calling for the establishment of a dedicated forum for the federal government to come together with automakers, the energy sector and consumer groups – those with skin in the game - to address the challenges of electricity generation and distribution, charging infrastructure, affordability as well as education and awareness to remove barriers for ZEV adoption by Canadians.

“We were all in Toronto a year ago when the draft ZEV (Zero Emission Vehicle) mandate regulations were introduced, and we are back here today to see whether the government has listened to the concerns of the automakers and, frankly, the concerns of Canadians who continually cite sparse infrastructure and high vehicle cost as the key barriers to zero emission vehicles adoption,” said David Adams, President and CEO.

“Today isn’t about arguing whether a ZEV mandate is the right policy tool or not, that decision was made last year; today is about determining whether or not the government has provided realistic pathways to achieve aggressive ZEV sales targets that automakers will bear the consequences, regardless of whether appropriate infrastructure is built out, purchase incentives are maintained, consumer interest is sustained or external supply chain shocks limit or constrain ZEV production,” added Adams.

“Our members are fully committed to the decarbonization of their products and support the global consensus of net zero by 2050. However, the current economic and geopolitical headwinds mean that this transition to zero emission vehicles will be both challenging and uneven – with automakers ultimately dealing with the consequences of factors outside of their control,” noted Adams.

“This is why we need a dedicated forum for the federal government to come together with key stakeholders to ensure that we are focused on the objective of the greenhouse gas emissions reductions expected with this Electric Vehicle Availability Standard.”

-50-

David Adams
President and CEO
dadams@globalautomakers.ca
416-333-2873

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 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.

In 2022, the member companies of the GAC sold 851,138 vehicles representing 56% of the Canadian automotive market. Further our members produced 55% of the vehicles built in Canada at Ontario plants in Alliston, Cambridge and Woodstock, and fully 55% of the vehicles sold by member companies in Canada were built in the CUSMA region, demonstrating a commitment to « building where they sell ». In 2022, Toyota assembled the most vehicles of any manufacturer in Canada (building more vehicles than the Ford and General Motors combined) and Honda was the third largest producer out of the five Canadian vehicle manufacturers. In 2023, Volkswagen announced a \$7B investment in St. Thomas, Ontario representing Canada's largest automotive investment ever, in VW's first battery plant outside of Europe.