PLUG 'N DRIVE

Driving Our Clean Energy Future
GHG Emissions by Sector

Sustainability Winner

- EVs emit 57-96.5% less CO$_2$ than a gas vehicle
- Driving an EV is ~67-90% cheaper than a gas vehicle
- Electricity is Made Locally
- Charge batteries at night, taking advantage of surplus base-load electricity
Four Areas of Focus

**Education and Awareness**
Educating consumers and providing test drives at events and employee engagement programs.

**Charging Station Infrastructure**
Tracking Canada’s public charging infrastructure and providing resources for charging station installations.

**Research**
Conducting EV industry research, including the cost to drive and emissions impact of driving an EV in each Canadian province.

**Policy**
Engaging government at the municipal, provincial and federal levels to implement EV policies and programs.
Education and Awareness

Reached 58,000+ consumers | Involved with 260+ days of events | Provided 4,000+ Test Drives
Ontario-wide Cumulative EV Sales

Historic and Projected

2012 - 2016
8,909 Electric Vehicle Sales
(Canada-Wide: 27,239)

Ontario’s Goal 14,161
5% of all new-vehicle sales in 2020

Assuming 63% increase per year (Navigant Research - 2016)
Driving Down Greenhouse Gas Emissions in the GTHA EV/Gas Car Owners Survey Results

**EV OWNERS**

**TOP FOUR REASONS TO PURCHASE AN EV**

- Environment: 36%
- Cost Savings: 23%
- Driving Experience: 12%
- Technology: 9%

**AVERAGE UP FRONT VEHICLE PURCHASE PRICE COMMITMENT**

$33,789

**GAS CAR OWNERS**

**TOP FOUR REASONS TO NOT PURCHASE AN EV**

- Too Expensive: 31%
- Range Anxiety: 13%
- Inconvenient to Charge: 12%
- Limited Choice: 8%

**AVERAGE UP FRONT VEHICLE PURCHASE PRICE COMMITMENT**

$24,776
Driving Down Greenhouse Gas Emissions in the GTHA EV/Gas Car Owners Survey Results

**EV OWNERS**

**ONTARIO’S ELECTRIC VEHICLE INCENTIVE PROGRAM**

- 57% Knew a great deal about the Car Incentive
- 47% Knew a great deal about the Charger Incentive
- 44% Knew a great deal about the Charger Installation Incentive

**BENEFITTED**

- 70% Used Ontario’s Rebate

**ESTIMATED VALUE OF INCENTIVE U$ED**

- Majority of Respondents
  - $1,000
  - $8,500
  - $15,000

**GAS CAR OWNERS**

**KNOWLEDGE OF ONTARIO’S ELECTRIC VEHICLE INCENTIVE PROGRAM**

- ONLY 5% of Gas Car Owners were knowledgable about Ontario’s EV Incentive Program

- Knew NOTHING 61.6%
- Knew SOMETHING 33.4%
- Knew EVERYTHING 5%
Our Goal:
Work with government and industry to increase EV sales to 5% market share by 2020. Currently EVs account for less than 1%

Barriers to EV uptake:
1. Consumer knowledge: Education is needed about the ease, benefits and cost savings of driving electric
2. Range anxiety: Public and workplace charging needed
EV Discovery Centre - 2017

• One stop Demonstration Centre all makes/models
• Opportunities for consumer test drives, charger purchase, employee programs and training, mechanic training, dealer/sales staff training to ensure success!
• EV Day every day!
• Opening March 1, 2017
EV Headlines – Reasons for Optimism

Volkswagen to have 20 EV models by 2020

BMW to electrify its entire line-up

Nissan LEAF tops auto sales charts in Norway

Apple to release an EV in 2019

The Chevrolet BOLT to travel 300 km per charge for only 30K

Audi joins the luxury EV race
Thank You!

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