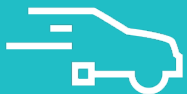


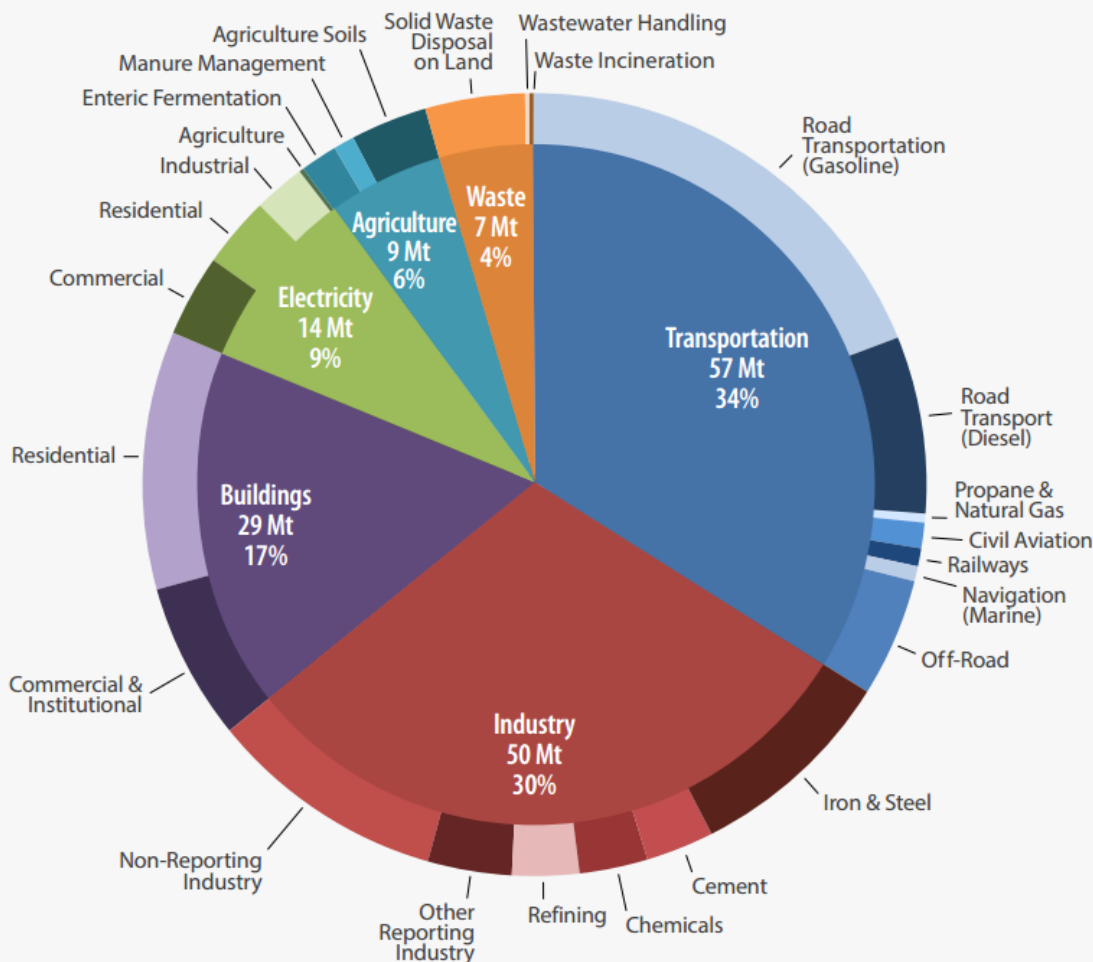
PLUG 'N DRIVE

Driving Our
Clean Energy Future



PLUG 'N DRIVE

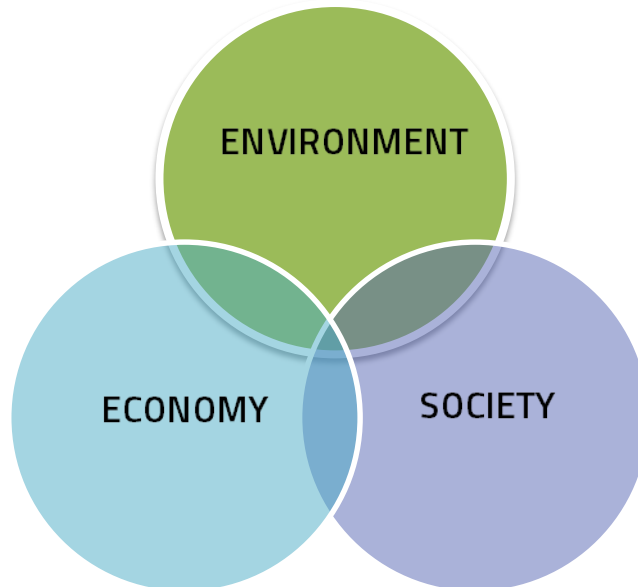
GHG Emissions by Sector



Source: National Inventory Report 2014 (2012 data),
Ontario's Long-Term Energy Plan and Greenhouse Gas Emission Report regulation (O.Reg 452.09) data

Sustainability Winner

- EVs emit 57-96.5% less CO₂ 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





PLUG 'N DRIVE

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.

Reached 58,000+ consumers | Involved with 260+ days of events | Provided 4,000+ Test Drives

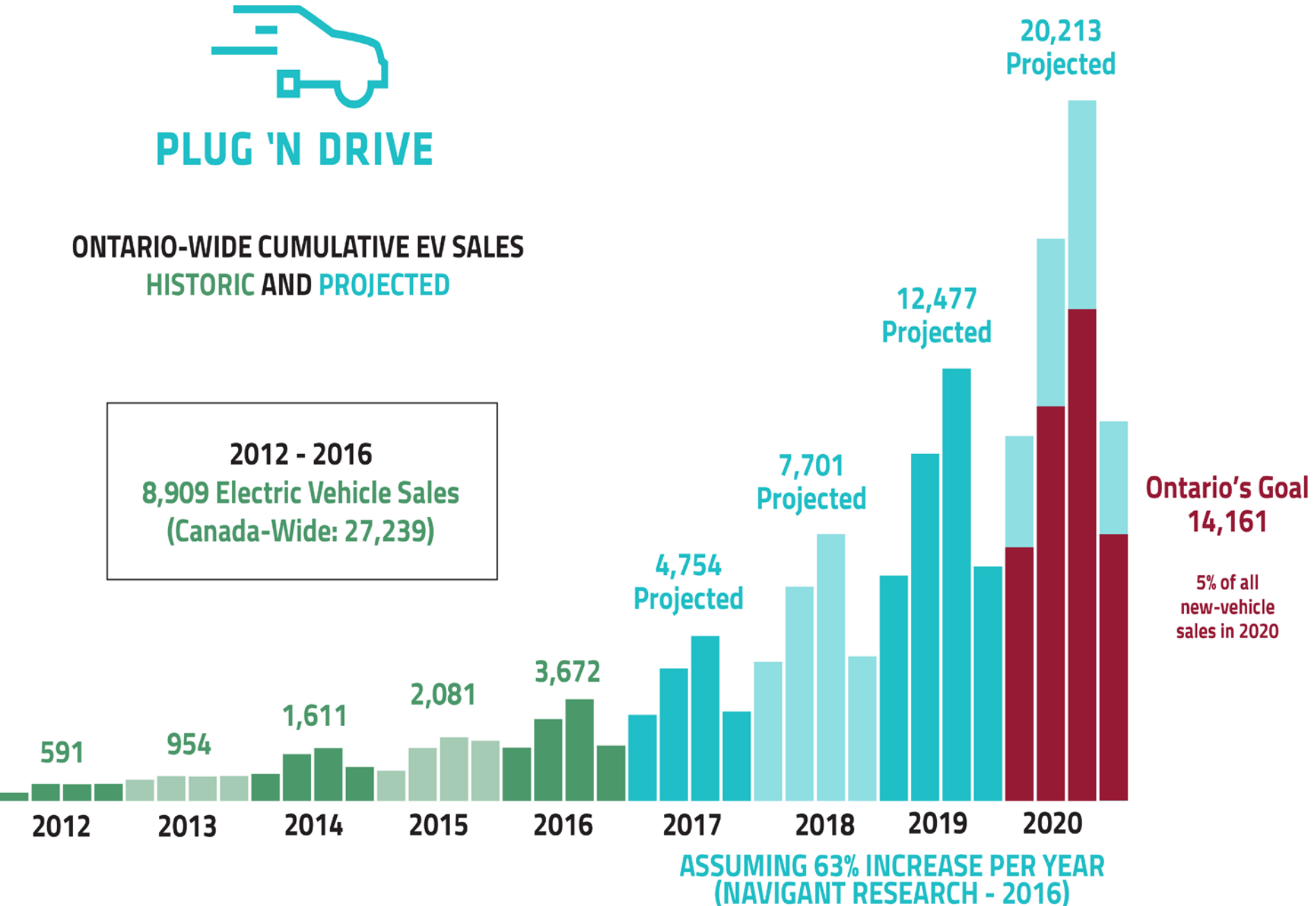




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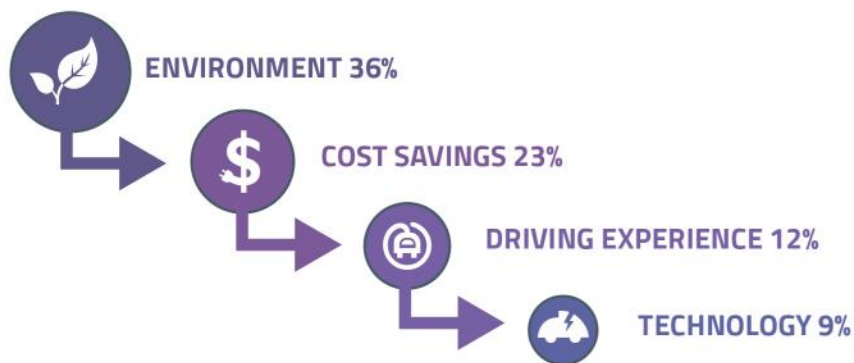
ONTARIO-WIDE CUMULATIVE EV SALES HISTORIC AND PROJECTED

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



EV OWNERS

TOP FOUR REASONS TO PURCHASE AN EV



AVERAGE UP FRONT
VEHICLE PURCHASE PRICE
COMMITMENT
\$33,789

GAS CAR OWNERS

TOP FOUR REASONS TO NOT PURCHASE AN EV

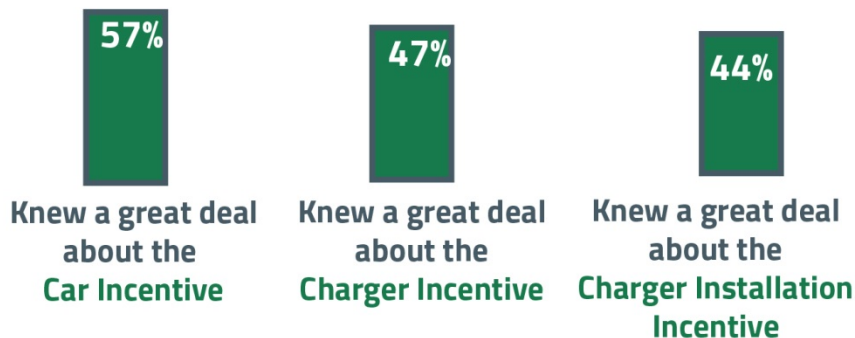


AVERAGE UP FRONT
VEHICLE PURCHASE PRICE
COMMITMENT
\$24,776

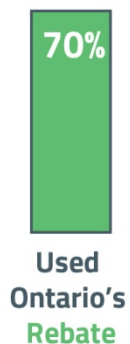
Driving Down Greenhouse Gas Emissions in the GTHA EV/Gas Car Owners Survey Results

EV OWNERS

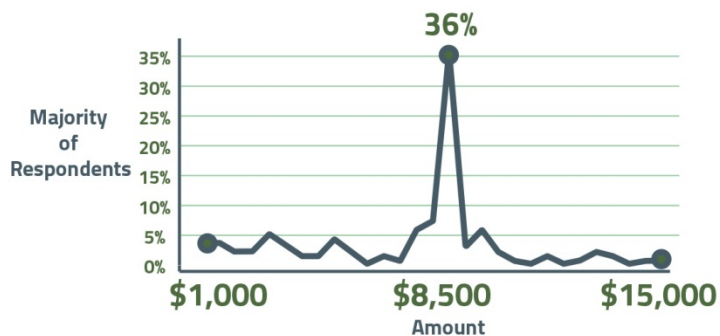
ONTARIO'S ELECTRIC VEHICLE INCENTIVE PROGRAM



BENEFITTED

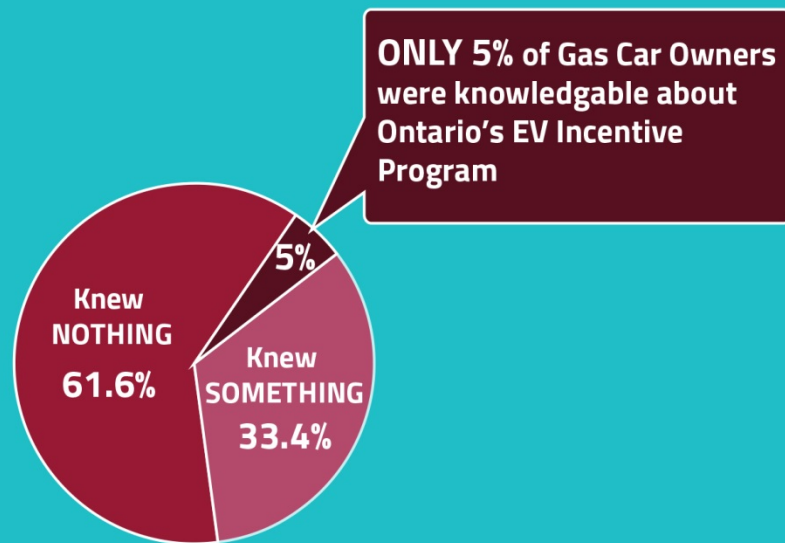


\$ESTIMATED VALUE OF INCENTIVE USED



GAS CAR OWNERS

KNOWLEDGE OF ONTARIO'S ELECTRIC VEHICLE INCENTIVE PROGRAM



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





PLUG 'N DRIVE

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



cara@plugndrive.ca
1-855-3-PLUGIN (375-8456)

plugndrive.ca
@CaraClairman @PlugN_Drive