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SUSTAINABLE TRANSPORTATION

Changing the world with electric vehicles

Cara Clairman has been driving her Nissan Leaf for nearly five years, and the president and CEO of Plug 'n Drive says the future of the electric vehicle (EV) is here.

"Consumers shouldn't see range and cost as barriers anymore and instead should focus on EV benefits," she says. "Electric vehicles can meet the needs of most drivers. They offer great performance, save you money and reduce emissions – not just in the future, but right now."

Buying an electric car makes economic sense, explains Ms. Clairman. With rising gas prices, an electric car is up to four times cheaper to operate than one of its gas-consuming counterparts. Electric vehicles are also less costly to maintain and considerably better for the environment. When you charge an EV at night in Ontario, for example, you will achieve up to a 90 per cent reduction in emissions. That is because Ontario's nighttime electricity is primarily generated by nuclear and hydro power.

Currently, there are 18 competitively priced makes and models available in Canada. BMW and Volkswagen have both promised to make electric versions of every one of their models and others are following suit.

As incentive to purchase an EV, strong rebates are being offered to consumers by provincial governments: up to \$15,000 in Ontario, \$8,600 in Quebec and \$5,000 in B.C.

"There's every reason to be optimistic," Ms. Clairman says. "Ontario has refined and enhanced its incentive program. The government is making building-code changes to make it easier to install chargers in houses, multi-residential buildings and commercial locations. Next year, the province will offer free nighttime electricity if you have an electric car, so your cost to drive gets even lower."

The Ontario government will also co-fund, in partnership with industry, Plug 'n Drive's new EV Discovery Centre for electric vehicle education. Dealer inventory is often low, so the centre will fill that gap, providing a place to compare models and gather information in a sales-free, no-pressure environment.

When asked about the biggest barrier



One key to accelerating the adoption of electric vehicles is to install more public charging stations. Proponents say that is starting to happen. PHOTO BY PLUG 'N DRIVE

"Many people think they drive too far to have an electric vehicle, or they can't meet the charging requirement at home. Nothing could be further from the truth."

Cara Clairman is president and CEO of Plug 'n Drive

preventing EVs from entering the mainstream, Ms. Clairman says, "a lack of awareness and understanding of EV benefits is holding some people back."

"Awareness is key," she says. "Consumers need to know about all the great options available. Many people think they drive too far to have an electric vehicle, or they can't meet the charging requirement at home. Nothing could be further from the truth. Most people – nearly 80 per cent – drive fewer than 50 kilometres a day and can charge their cars at home or on the go at malls, markets and restaurants while they go about their day."

Infrastructure is the second barrier, she says. "We need more public charging stations to enable long-distance

travel. Fortunately, most jurisdictions are installing more."

Workplace charging is also essential to help employees drive electric. People with access to workplace charging stations are six times more likely to adopt an electric vehicle.

Yet, there's little question that charging stations are coming, with the help of companies like Sun Country Highway, a company that five years ago installed stations the length of the Trans-Canada Highway to allow EV drivers to charge their vehicles at no cost.

Others are following suit and the provinces are getting on board. Ontario invested \$20-million in the Electric Vehicle Chargers Ontario (EVCO) grant program and is working with public and

private partners to create a network of fast-charging electric vehicle stations in cities, along highways, at workplaces, at condominiums and in public places across Ontario.

"Helping Ontarians shift to low- or zero-emission vehicles is vital to achieving Ontario's greenhouse gas pollution reduction target of 80 per cent below 1990 levels by 2050," says Jill Hughes, director of the Ontario transportation ministry's policy branch.

"Moving to a more sustainable transportation model is critical in supporting the adoption of electric vehicles is one of the many actions the government is pursuing under its Climate Change Action Plan," Ms. Hughes says.

EVs Go the Distance



1

AN AVERAGE CANADIAN DRIVER ONLY NEEDS TO CHARGE ONCE PER WEEK

EVs Save Money



\$1900

AVERAGE ANNUAL SAVINGS ON FUEL AND MAINTENANCE

EVs Reduce Emissions



UP TO 90%

LOWER EMISSIONS THAN A SIMILAR GAS VEHICLE

EVs For Everyone



18

MODELS AVAILABLE STARTING AT \$20,000 (AFTER REBATE)



You Can Count on Electric Vehicles

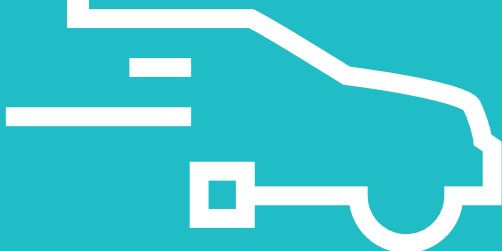


Sometimes less really is more!

Incentives save you up to \$15,000 on the purchase of an electric vehicle and home charger in Ontario.

Less fuel cost, **less** maintenance, **less** emissions, **less** noise, **less** hassle parking, **less** time on highways with lane privileges and an amazing ride. Electric car drivers have **more** fun.

Discover the EV that's right for you.



Electrify Your Ride
www.plugndrive.ca

