OUR VISION

To be Canada’s champion for electrified transportation
OUR GOAL

Work with government and industry to increase EV sales to 5% of new passenger car sales 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 is needed
EEs SAVE MONEY

$2000 (approx)
ANNUAL SAVINGS ON FUEL AND MAINTENANCE

EEs REDUCE GREENHOUSE GAS EMISSIONS

UP TO 90%
FEWER GREENHOUSE GAS EMISSIONS THAN AN EQUIVALENT GAS CAR

EEs GO THE DISTANCE

1 CHARGE PER WEEK
200+ KM OF RANGE ON A FULL CHARGE

EEs ARE FOR EVERYONE

40+
MODELS STARTING AT $20,000 (AFTER INCENTIVES)
Electric Vehicle Discovery Centre Features

- Electric Vehicle Test Drives
- Home Charging Station Gallery
- Electrifying History Wall
- Public Charging Powered by Toronto Hydro

OPG PowerPlace Conference Centre (Brought to you by Ontario Power Generation)

Interactive Touchscreen Displays (Brought to you by the Power Workers’ Union)

TD Insurance Zone

Bruce Power Coffee Bar

Plug’n Drive Head Office
**Electric Vehicle Discovery Centre**

**EV DISCOVERY CENTRE METRICS – APRIL 2017 to OCTOBER 2018**

- **# OF TEST DRIVES**: 6,790+
- **# OF VISITORS**: 14,470+

**Percentage of Visitors That Have Purchased an Electric Car Since Their Last Visit (Sample Size: 425)**
- Yes: 33%
- No: 67%

**Percentage of Visitors that Opt-In to Receive a Follow-Up from an Auto Manufacturer**
- Yes: 29%
- No: 71%
Electric Vehicle Roadshow

EV ROADSHOW METRICS – APRIL 2017 to OCTOBER 2018

# OF TEST DRIVES
2,690+

Percentage of Visitors That Are More Likely to Purchase an EV
- More Likely: 63%
- As Likely or Less Likely: 37%

# OF INTERACTIONS
11,470+

Percentage of Visitors that Opt-In to Receive a Follow-Up from an Auto Manufacturer
- Yes: 22%
- No: 78%
A Recipe for Success

PUBLIC/PRIVATE PARTNERSHIPS

No pressure, sales free, all makes and models – ONE STOP SHOP

ANCILLARY REVENUE EVENT VENUE / SERVICES

STAKEHOLDER ENGAGEMENT – two way referral
Thank you!

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