



Electric Vehicle Discovery Centre Media Backgrounder

May 2017

First-of-Its-Kind Facility Worldwide

The EV Discovery Centre is the first facility of its kind in the world focused entirely on providing an experiential learning environment for electric vehicles (EVs). At this one-stop-shop, consumers can learn about the environmental and economic benefits of EVs and their role in reducing greenhouse gas (GHG) emissions – in Ontario and beyond. Visitors can test drive EV models from leading manufacturers in a family-friendly, no-pressure environment and discover how an EV can fit into their life. Interested buyers will be referred to their local EV certified car dealerships.

EVs Will Help Reduce Ontario's Carbon Emissions

Transportation is the largest source of GHG emissions in Ontario which have been growing steadily for the past decade. We need electrification to tackle this challenge. EVs for personal road transportation can significantly reduce GHG emissions, particularly because Ontario has a low-emitting electricity supply made up mostly of hydro and nuclear power. The Ontario government aims to expand EV sales to 5 per cent of all new vehicles sold by 2020, contributing to meeting the province's climate targets.

Key Part of Ontario's EV Strategy: The EV Discovery Centre

Ontario is paving the way for widespread EV adoption through purchase incentives for EVs and charging stations, the green license plate program and the installation of public charging infrastructure. The EV Discovery Centre is another key element of the province's EV strategy by increasing awareness and inviting the public to view, learn about and test drive EVs. It is a centre of expertise that will mobilize all relevant stakeholders around the design and implementation of effective policies and programs, attract and educate drivers and provide skills training to accelerate EV sales.

Attractive Location

Toronto, as Ontario's largest city and heart of the GTHA, is the logical location for the EV Discovery Centre. The North York location at Dufferin and Finch in the DUKE Heights area also gives easy access to visitors from across the region through highways 400, 401 and 407. Subway, bus and GO Train provide easy public transit access. Address: [1126 Finch Ave. West, North York, ON M3J 3J6](#)

Open Six Days a Week

The formal ribbon cutting ceremony for the EV Discovery Centre takes place on Wednesday, May 17, 2017. From that point on, the centre will be open to the public six days a week, Tuesday through Sunday.

Jointly Funded by Government, Business, and Organized Labour

The EV Discovery Centre is a public-private partnership between Plug'n Drive, the Government of Ontario, TD Bank, Ontario Power Generation, Power Workers' Union, Toronto Hydro, Bruce Power and the auto and charging station sectors.

Plug'n Drive: A Trusted EV Industry Name

Plug'n Drive is an Ontario non-profit organization committed to accelerating the adoption of EVs in order to maximize their environmental and economic benefits. Since 2011, Plug'n Drive has established itself as a leader in the EV industry, a trusted source of unbiased information on EVs and charging equipment with offers like its popular EV Roadshow, online tools, research and policy work.



Supporting Statements from EV Discovery Centre partners:

“The global auto industry is taking note of Ontario’s forward-looking policies to encourage electric and connected/autonomous vehicle technologies on our roads. Supporting consumer and business adoption of electric vehicles further strengthens Ontario’s business case as we advocate for the next generation of automotive R&D and advanced manufacturing.”

Brad Duguid, Ontario Minister of Economic Development and Growth

“TD is proud to support Plug’n Drive in creating the world’s first Electric Vehicle Discovery Centre. The electric vehicle market is at a tipping point in Canada and this initiative is a strong example of how organizations, government and consumers can work together to move the dial forward. By showcasing the environmental and economic benefits of electric cars, this Centre will support the EV industry. We’re thrilled to support a program that shares our commitment to the low-carbon economy.”

Karen Clarke-Whistler, Chief Environment Officer, TD Bank Group

“Ontario Power Generation (OPG) founded Plug’n Drive and we’re proud to support the new Centre’s training facility – the OPG Power Place. We are the province’s largest clean energy provider, and our clean electricity is the perfect source to power clean cars, trains and buses.”

Jeffrey Lyash, President and CEO, Ontario Power Generation

“This Centre is another milestone in realizing an extraordinary opportunity for Ontario”, commented Don MacKinnon, President of the Power Workers’ Union. “Powering emission free vehicles with our low carbon nuclear, hydroelectric and biomass generation reduces GHG emissions and supports jobs and economic growth in Ontario’s auto, nuclear, forestry and agricultural sectors.”

Don MacKinnon, President and CEO, Power Workers’ Union

Media Contacts:

Plug’n Drive - Brian Millar - 647-780-6806 - brian@plugndrive.ca

Ministry of Environment and Climate Change – Gary Wheeler – 416-314-6666 – gary.s.wheeler@ontario.ca

TD Bank Group - Crystal Jongeward - 416-308-1746 - Crystal.Jongeward@td.com

Ontario Power Generation - Kathryn Peck - 416-407-6795 - kathryn.peck@opg.com

Power Workers’ Union – John Sprckett – 416-322-4787 - jsprckett@pwu.ca