

ELECTRIC VEHICLE SOCIETY

—
2024 ANNUAL REPORT



WELCOME

Annual Report 2024

We've been advocating the advantages of electric cars since 1994. **You could say we're passionate.**



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Overview EV SOCIETY

We are a not-for-profit organisation comprised of electric vehicle owners and enthusiasts who advocate for electric mobility.

EV Society was founded in 1994, when all electric cars were hand-crafted one-off conversions. Now we help to increase EV adoption through education, advocacy, meetings, events, and partnerships.

VISION

A world where everyone's journey is safe, clean, and fun.

MISSION

To utilise the expertise of electric vehicle owners and enthusiasts to help Canadians transition to electric transportation through education and advocacy.

VALUES

We value integrity, diversity and passion. Our message must be delivered with optimism, enthusiasm, and honesty. The merits of electric vehicles sell themselves once understood, and do not require high-pressure sales techniques.

TEAMWORK

Through collaboration we will band together to help inspire and educate our community on the benefits of electric mobility. Together we are greater than the sum of our parts!

● MESSAGE FROM THE INTERIM
PRESIDENT

2023 marked a year of significant change for Electric Vehicle Society at the board level, providing an opportunity to explore new approaches in our vision to help shape a world where everyone’s journey is safe, clean and fun.

We can be proud of the many EVS members, affiliates and volunteers across Canada who stepped up to engage in creative ways to share the benefits of electrification. They did this even though we experienced lingering effects from Covid, with in-person meetings and events only gradually returning to previous levels of participation.

Nevertheless, EV sales in Canada accounted for 12% of new car sales by year end, a stunning number that surely foretells the future of electrification. Despite this growth in Canada, EV adoption faced increasing politicization and misinformation. Furthermore, a large segment of Canadians remain unaware of the many benefits to zero emission vehicle ownership. EVS members have continued to meet these challenges and have been relentless in their efforts to share positive facts about, and personal experiences with, EVs. Further progress is needed however and much remains to be done.

Looking ahead, your board is committed to help strengthen, support and grow EVS membership across Canada. EV Society members play an important part and should be proud of the work they do in helping us move to a cleaner and sustainable future of transportation.

We look forward to another year of strong EV adoption in Canada and will work hard to help our members in their efforts to facilitate this essential transition. Let’s all take up the challenge and ensure that each of us continues to do our part to enable a clean and sustainable future.

Sincerely,

Tim Burrows
Interim President, Electric Vehicle Society



● EV SOCIETY
GOVERNANCE



A Statement on EV Society Governance

Our **Board of Directors and Officers** are all dedicated volunteers and continuously strive to run EV Society in a way that is true to our values, exhibits transparency, and is in the best interest of our members. We have monthly board meetings and follow our established policies and bylaws. Our Directors serve two year terms and we have an established election process to allow members to elect (or re-elect) Directors.

Our **Committees** are how we get things done. Each committee is headed by a Board member or executive officer and consists of member volunteers, often organised into sub-committees. EV Society is blessed with a diverse pool of volunteers with a range of skill sets that we leverage in our committees as much as possible. EV Society exists because of our volunteers and we thank everyone who has helped progress our mission!

● DRIVING FORWARD TOGETHER: DULIBAN INSURANCE BROKERS & EV SOCIETY



At Duliban Insurance Brokers, we take great pride in being an inaugural partner of the EV Society—a relationship that began in March 2018 with a clear and simple mission: to offer EV Society members exclusive, discounted insurance rates while supporting the growth of electric vehicle adoption in Canada.

Since then, we've helped sign up over 375 members through our affinity insurance program with Aviva Canada, offering up to 25% combined discounts on auto and home insurance for EV owners. Our goal? To double that number by 2026—and we're well on our way.

What we're seeing in the industry

Ontario drivers have been feeling the pressure of rising insurance premiums, and EV owners are not exempt. While EVs offer amazing long-term savings on fuel and maintenance, they come with unique challenges that are influencing insurance rates:

- **High Cost of Repairs:** EVs are equipped with sophisticated technology and expensive parts—especially batteries and sensors. Even minor collisions can result in high repair bills, driving premiums up.
- **Limited Repair Networks:** Fewer specialized repair shops means longer wait times and higher service costs, both of which insurers factor into premium calculations.
- **Claims Costs:** As EV adoption rises, so does the volume of claims, many of which are still being adjusted to fit newer vehicle platforms and technologies.

We work closely with Aviva Canada, an EV advocate and our exclusive affinity insurer, to help offset some of these rising costs through tailored coverage that actually understands EV drivers and their needs.

The EV future is bright

The path forward is filled with potential. As we head toward federal goals of 60% EV sales by 2030 and 100% by 2035, the role of insurers will shift dramatically.

One key trend we're watching is autonomous driving technology. As self-driving capabilities improve, we anticipate a significant reduction in collision-related claims. Fewer accidents mean fewer payouts—which could eventually drive insurance premiums down for EV owners. Another promising factor? Anti-theft tech. EVs with advanced telematics, keyless entry security, and GPS tracking make them far harder to steal than traditional vehicles. That's a huge bonus when it comes to reducing vehicle theft-related insurance claims.

Plugging into knowledge: Our EV Blog

We're passionate about educating and empowering EV owners—and our EV Blog is a key part of that mission. From breaking down the cost of ownership to demystifying government rebates, we're committed to helping clients make informed decisions about their electric journeys.

Whether you're new to EVs or a seasoned driver, you'll find tools, tips, and insights designed to help you drive smarter and safer.



Scan the QR to access the Duliban EV Blog

Why this partnership matters

Together with the EV Society, we're more than just insurance providers—we're advocates for a cleaner, smarter, and more sustainable future. Our combined efforts include:

- \$25,000 in annual sponsorship
- Ongoing member education through blogs, webinars, and orientation programs
- Joint marketing efforts that showcase EV benefits and drive membership growth
- Digital tools and exclusive discounts that actually make a difference

We believe that knowledge is power—and when paired with the right partners, it's a force for change.

REGIONAL SPOTLIGHT



AVEQ

The year 2024 brought significant changes to the electric mobility landscape in Québec. The rapid adoption of electric vehicles (EVs), the gradual end of several government incentive programs, the spread of misinformation, and a general decline in event attendance posed major challenges.

A pivotal moment came on December 17 2024, when the Québec government unexpectedly announced that the popular RoulezVert purchase rebate program would be suspended as of February 1, 2025, due to overwhelming demand. This surprise decision triggered a sharp surge in EV sales in late December, reflecting both public interest and growing urgency in the face of policy changes.

We are grateful for the exceptional dedication of our volunteers and the strong partnerships we've built with other organizations, which enabled the Association des véhicules électriques du Québec (AVEQ.ca) to maintain its operations and deliver real impact across the province.

In 2024, we participated in 6 EV shows throughout Québec, offering test drives and answering a wide range of public questions. In addition, we took part in 18 regional events and hosted 10 virtual events, during which we connected with over 12,000 people and conducted more than 6,925 test drives.

We also successfully completed our three-year public education initiative "Roulons Électrique," in partnership with Équiterre, significantly amplifying our outreach efforts. As the EV sector continues to evolve — with increased competition even in education and outreach — AVEQ.ca is entering a new phase: actively seeking new funding avenues to continue its mission of supporting Quebecers in their transition toward sustainable, electrified mobility.



REGIONAL SPOTLIGHT



EVS - Sudbury - BEV in Depth 2024

Industry leaders, policymakers, and innovators gathered at Cambrian College for the third annual **BEV In-Depth: Mines to Mobility conference**, a pivotal event spotlighting Canada's evolving role in the global electric vehicle (EV) supply chain. With the federal government's 2035 zero-emission vehicle mandate looming, the conference tackled the full spectrum of challenges and opportunities—from mineral extraction to EV adoption.

The event opened with remarks from Ontario's Minister of Mines, George Pirie, emphasizing the province's critical mineral strategy and Sudbury's unique position as a global mining hub. Keynote addresses from Jean Marc Leclerc, (former) President & CEO of Honda Canada, and Vito Paladino, President & CEO of Volkswagen Group Canada, underscored the automotive sector's urgency to localize battery production and secure ethical, sustainable sources of lithium, nickel, and cobalt.

Panel discussions explored topics such as:

Battery Innovation & Recycling: Experts from Electra Battery Materials and EV Nickel Inc. discussed closed-loop systems and the role of biotechnology in recovering metals from waste.

Supply Chain Transparency: Adamas Intelligence presented data on global demand trends and the need for traceable, conflict-free mineral sourcing.

Workforce Development: Cambrian College showcased its training programs designed to prepare the next generation of EV technicians and battery engineers.

Green Mining Technologies: Komatsu unveiled its fully electric underground bolting machine, signaling a shift toward low-emission mining equipment.

Attendees also had the chance to test drive the latest battery-electric vehicles, with public demonstrations highlighting consumer accessibility and performance.

Co-hosted by Cambrian College, Frontier Lithium, the EV Society, and the City of Greater Sudbury, the conference reinforced Northern Ontario's strategic importance in Canada's clean energy transition. As the country races toward electrification, BEV In-Depth 2024 served as both a progress report and a call to action—linking the rocks beneath our feet to the wheels on our roads.



REGIONAL SPOTLIGHT



Electric Vehicle Association of Atlantic Canada

The Electric Vehicle Association of Atlantic Canada ran a year of public-facing activities focused on awareness, education, and policy engagement, including local meetups and outreach to increase EV visibility and owner knowledge across the region.

EVAAC participated in and helped promote larger regional gatherings such as EVVE 2024, which featured plenaries, technical sessions, workshops on medium- and heavy-duty fleet electrification, grid integration, charging infrastructure deployment, accessibility, and hands-on EV test drives and exhibitor showcases that drew industry, municipal, and utility stakeholders.

EVAAC coordinated with provincial and national EV groups to host webinars, member meetups, and charging-focused discussions listed on regional event calendars, emphasizing practical topics for owners and fleet managers, such as charging etiquette, multi-unit building charging, rural/off-grid solutions, and municipal leadership in transportation electrification.



One of the many events hosted by EVAAC.

REGIONAL SPOTLIGHT



Vancouver Electric Vehicle Association

The Vancouver Electric Vehicle Association (VEVA) organized a mix of public-facing shows, educational workshops, and community meetups across 2024, aimed at increasing EV awareness and practical adoption. VEVA played a prominent role at the Elevate Vancouver Auto Show, helping showcase the latest electric and hybrid models and facilitating EV test drives for consumers. Throughout the year VEVA hosted dealer- and manufacturer-led demonstrations, hands-on test-drive opportunities, and exhibitor booths that connected the public with charging vendors, home-energy companies, and fleet electrification providers.

VEVA ran technical and policy-focused sessions for members and municipal stakeholders covering charging infrastructure siting, multi-unit residential charging, and fleet transition planning. These events included webinars and panel discussions with utilities, local governments, and installers that emphasized real-world deployment challenges such as permitting, utility interconnection, and equitable access in suburban and coastal communities. VEVA also offered owner-focused workshops on charging etiquette, range management, and integrating vehicle-to-home and home-storage workflows.

At the community level VEVA maintained regular social and owner meetups, group drives, and volunteer-led outreach at farmers markets and local festivals to normalize EV ownership and build peer-to-peer support networks. The association continued member services such as technical help sessions, charging-location mapping guidance, and coordinated advocacy campaigns to influence provincial incentives and building code updates. These combined activities strengthened local EV adoption pathways and improved connections between owners, industry, and policymakers throughout 2024.



ID Buzz at the Squamish EV Expo with town E-Transit in the background



VEVA Booth at the Squamish EV Expo

MEMBER VOICE

NATIONAL SURVEY

NATIONAL WEBINAR SERIES

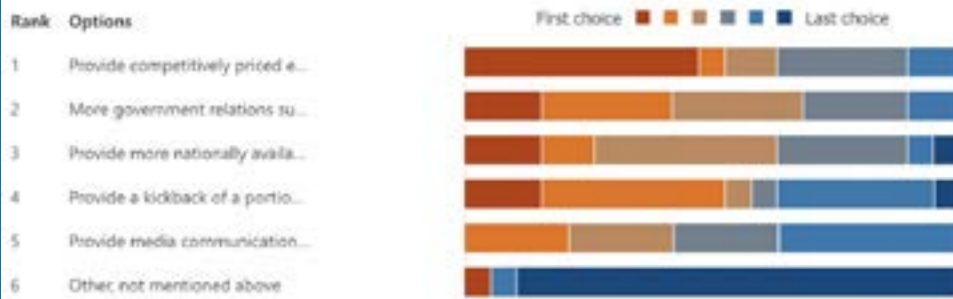
CANADA TALKS ELECTRIC CARS

2024 SPEAKERS

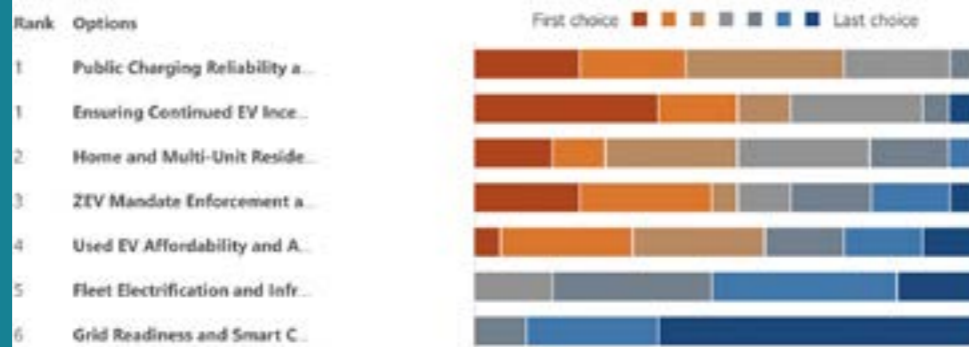
We want to hear from you

Every year the EV Society sends a member survey to gain insight into what consumers and affiliate organizations believe to be the most pressing issues.

In what areas could the EV Society national office better support your chapter's mission (e.g., communications, events, resources, training)? Please rank with the most important area of focus at the top and the least important at the bottom.



What policy issues, technology developments, or community trends should the EV Society prioritize in 2025 to help your local advocacy efforts? (Rank the options below with the TOP option being the policy that best reflects your chapter's perspective and the BOTTOM option that least reflects your organization's perspective)



Which policy direction should the EV Society prioritize to help Canada meet its ZEV adoption and climate targets most effectively? (Rank the options below with the TOP option being the policy that best reflects your chapter's perspective and the BOTTOM option that least reflects your organization's perspective)



ANOTHER STANDOUT YEAR

In 2024, EV Society volunteers worked hard to bring quality educational content online via the popular webinar series, Canada Talks Electric Cars. The series covers important EV topics in Canada such as Charging, Batteries, Climate, Grid, Policy, Manufacturing, and Education. EVS would like to thank Tim Burrows, EVS Mississauga Chapter Lead, who makes the series come to life each month, and all the EVS volunteers supporting behind the scenes.

Tim reports 89,400 views in 2024, which is a whopping **456% more than 2023!**



Miss an episode?
Watch on YouTube!

89K

YOUTUBE VIEWS

2024 Speaker List

- Ken Bokor
- Joanna Kyriazis
- Cara Clairman
- Daniel Breton
- Philip Koopman
- Raymond Leury
- Adam Duliban
- Dr. Jeff Dahn
- Brian White
- Bruce Wu, Darryl Croft & Julian Sale
- Richard Ivity & Nicole Menzies
- Daniel Breton Joanna Kyriazis

851.4K

IMPRESSIONS

● CHARGING INFRASTRUCTURE

2024 marked an inflection point for EV charging infrastructure in Canada: federal and provincial policies aligned with significant funding and rising regulatory ambition; private sector investment and innovation flourished, especially in ultra-fast and smart charging domains; yet persistent regional disparities, challenges in MURB and rural charging, regulatory hurdles, and reliability concerns underscored the need for continued, coordinated efforts. With annual installations now exceeding 6,500 new public ports, the nation’s progress was substantial—yet, with a projected requirement of 679,000 public ports by 2040, Canada’s task remains formidable, demanding ongoing collaboration, innovation, and policymaking to ensure a seamless transition to zero-emission mobility for all Canadians.



Photo: Electrify Canada

inclusive

Province	Level 2	DCFC (level 3)	Total
Alberta	1595	423	2018
British Columbia	5976	2161	8137
Manitoba	468	134	602
New Brunswick	372	155	527
Newfoundland and Labrador	214	50	264
Northwest Territory	13	6	19
Nova Scotia	585	111	696
Ontario	1054	1997	12546

● GOVERNMENT RELATIONS

In 2024, EV Society continued its efforts to speak on behalf of drivers across the country. From participating in government consultation groups, stakeholder meetings and writing letters to government agencies, EV Society continues to advocate on behalf of current and future EV owners across the country.

Committees and advocacy groups

EV Society and its affiliate organizations once again have joined many advocacy groups and committees from various organizations across Canada to advocate on behalf of EV drivers. These include the EMC government relations committee, ZEV council, municipal advisory boards and more. This work is pivotal to ensuring consumer voices are heard across the country at all levels of government and industry.

Municipal involvement

Continuing once again for 2024, one of the ways any EV driver can help spur change is by speaking with local councilors or the municipal government. Local chapters have been engaging in this activity across Canada with some great results. This includes adjusting local bylaws and helping create EV friendly parking spaces or advocating for the inclusion of BEV in fleet vehicles, EV Society has been busy behind the scenes across Canada.

Other initiatives

EV Society continually monitors the political climate for opportunities to help, including by sitting on industry association government relations committees such as Electric Mobility Canada’s, who have been successful in meeting ministers and other government officials.

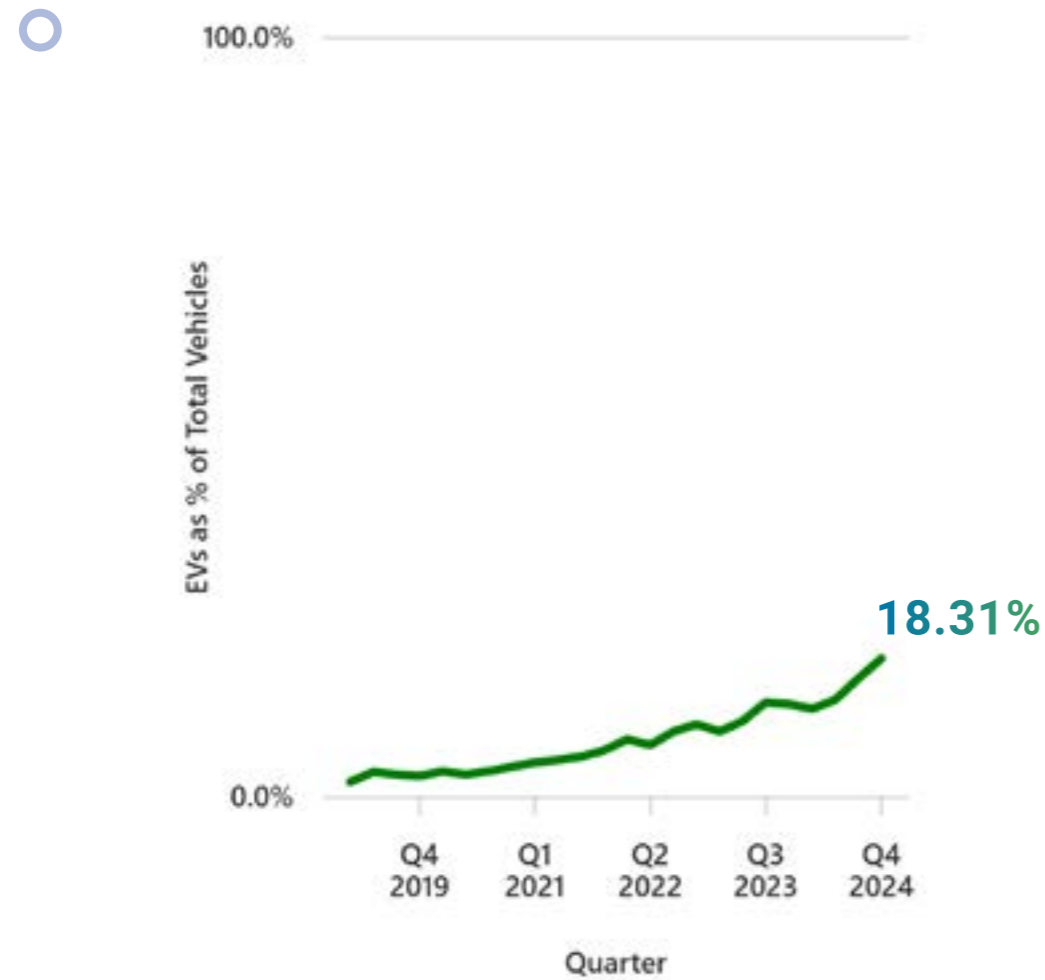
EV Society provides a consumer voice to these committees which is imperative to ensure that Canadian drivers and their concerns are heard.

Our members are also actively engaging with local members of government of all levels and industry partners to ensure consumers who will or are driving EVs are represented.

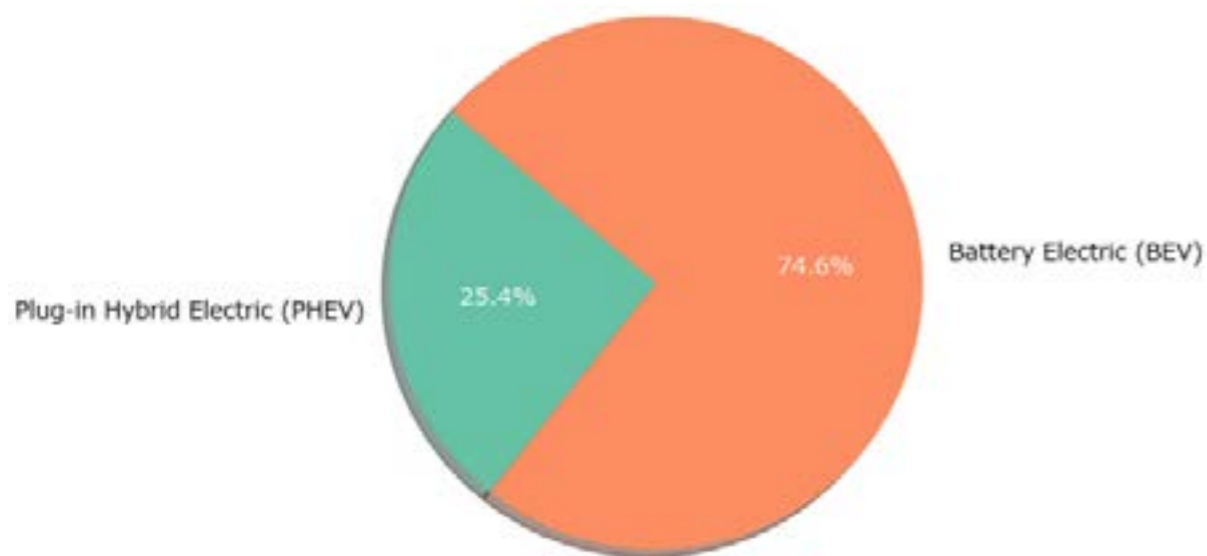


Image courtesy Natural Resources Canada

● EV SALES IN CANADA BY THE NUMBERS



Share of PHEV vs BEV Sales in 2024 (All Quarters)



● NATIONAL IMPACT SURVEY

Every year, the EV Society Annual Report committee surveys the growing number of chapter leads across the country to gauge impact and develop insights on the effectiveness of EV Society initiatives.

The leaders of our 27 chapters and affiliates across the country are the front line regional leaders that we count on for rallying members on various government relations and outreach and education initiatives.

National Impact Survey

- Virtual Chapter Meetings/ MEET-UPS
- Advisory Sessions with MUNICIPALITIES
- Presentations to SCHOOL GROUPS
- Community OUTREACH Events
- In person CHAPTER MEETINGS/ MEET-UPS
- Consultations with GOVERNMENT
- Presentations to COMMUNITY GROUPS



OUR MEMBERS

THANK YOU

Thank you to our chapter leads, members, and volunteers for their tireless efforts in spreading EV Society's message!

British Columbia

Vancouver EV Association
Victoria EV Association
Sunshine Coast EV Association
Comox Valley AV Association
Salt Spring Island EV Group
Prince George EV Association

Alberta

EV Association of Alberta

Saskatchewan

SaskEV
Saskatchewan EV Association

Manitoba

Manitoba EV Association

Ontario

EV Society with chapters in:
Aurora, Barrie-Orillia,
Caledon, Golden Horseshoe,
Greater Sudbury, London,
Kawartha, Mississauga,
Northumberland, Ottawa,
Scarborough, Windsor-Essex,
Waterloo Region

Québec

Association des Véhicules
Électriques du Québec

Newfoundland & Labrador

Drive Electric NL

New Brunswick

New Brunswick EV Owners

Prince Edward Island

PEI EV Association

Atlantic Canada

EV Association of Atlantic
Canada

2024 CORPORATE MEMBERS

Arcpoint Connect
AK Motor International Corporation
CenturyAuto.ca
Data Pyramid Inc.
Electric Autonomy Canada
Electric Vehicle Network Inc
Elunity Inc
EV Connect Canada
Frontier Lithium
I-Charge Solutions Canada Ltd.
Kannex Media
Lakeland Holding Ltd.
Land Ark Homes Watercolour Westport

Northern Electric Vehicle Experience You Tube
Podcast
Outlook Promotions Inc.
Parkland Corporation
Signature Electric Ltd.
Soneil Spark
Steele Auto Group
Taurean EV Charging Solutions Inc.
Up Marketing
Wieser Electric Ltd.
Xergy Energy
Yet-E-Boot Chargeport protectors



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EV Society was founded in 1994, when all electric cars were hand-crafted one-off conversions. Now we help to increase EV adoption through education, advocacy, meetings, events and partnerships.

Special thanks to the Annual report committee member and contributors!



THANK YOU

evsociety.ca

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