

2015 NOMINATION GUIDE

Awards for Dealerships

The Annual **Canadian Electric Vehicle Dealership Awards Program** recognizes car dealerships that demonstrate leadership in the sale of electric vehicles (EVs).

What You Can Win!

RECOGNITION for your dealership as a leader in the adoption of EVs in Canada:

- National and local press release.
- A trophy showcasing for customers your contribution to a lower-carbon future.
- EV Dealership Award logo available to use on business cards, print advertising, digital channels, and marketing materials such as pop-up banners and other collateral for your showroom.

POSITIVE PUBLICITY for your dealership:

- Recognition in national print media and social media (e.g. Twitter, LinkedIn, Facebook).
- Recognition on partner and sponsor websites and social media channels: Canadian Electricity Association, Plug'n Drive, Electric Mobility Canada, Canadian Automobile Association (more to follow!).

EXPENSES-PAID TRIP¹ for one representative of your dealership to the Awards Luncheon at Electric Mobility Canada's EV2015VÉ Conference and Trade Show being held May 25-27 in Halifax.

EMPLOYEE RECOGNITION: A free gift for the winning dealership to present to an outstanding individual or team within the dealership to recognize a remarkable contribution to EV success.

¹ Transportation, accommodation for two nights, meals; approvals and receipts required; limits apply; negotiable.

"Thank you so much for all that good publicity. Media are calling from everywhere! We have articles in the paper and the phone is ringing like crazy!"

Samuel Jeanson, Bourgeois Chevrolet
2014 winner of the Leading Plug-in Hybrid Electric Vehicle Dealership Award

Three Award Categories

The 2015 EV Dealership Awards Program includes three award categories for which one leading dealership per category is selected.

LEADING BATTERY ELECTRIC VEHICLE (BEV) DEALERSHIP AWARD

For the 2015 Awards Program, this category is open to car dealerships in the Provinces of Quebec, Ontario and British Columbia with BEV sales in 2014.

LEADING PLUG-IN HYBRID ELECTRIC VEHICLE (PHEV²) DEALERSHIP AWARD

For the 2015 Awards Program, this category is open to car dealerships in the Provinces of Quebec, Ontario and British Columbia with PHEV sales in 2014.

ELECTRIC VEHICLE DEALERSHIP INSPIRATION AWARD

For the 2015 Awards Program, this category is open to car dealerships in any Provinces or Territory with BEV and/or PHEV sales in 2014.

² All references to PHEVs include also Extended Range Electric Vehicles (EREVs).



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2015 Judging Criteria

Nomination entries will be evaluated by a volunteer Judging Committee comprised of experts who are champions of EV adoption in Canada. The Judging Committee will use the criteria below to guide the evaluation of nomination entries. The decisions of the Judging Committee are discretionary and final.

CEA and Plug'n Drive may elect to present more than one award per category to reflect the diversity of outstanding submissions. CEA and Plug'n Drive reserve the right to declare an entry ineligible if, in the reasonable opinion of CEA and Plug'n Drive, the information provided is deficient, false, misleading or in non-compliance with the 2015 Nomination Guide.

PERFORMANCE PERIOD

The 2015 Judging Criteria is applicable for performance over the 2014 calendar year (January 1, 2014 – December 31, 2014).

FIVE ELEMENTS | EACH WEIGHTED

The Judging Committee will consider five elements in its evaluation of nominations:

Sales Volume | Marketing | Community Events and Education | Onsite Promotion | Certification

Each element has a recommended weight that establishes the relative value the 2015 Awards Program places on each element.

The elements include a combination of objective and subjective measures, many of which are not reportable in a standardized way. Therefore, the quality and clarity of supporting information supplied with nomination entries will assist the Judging Committee with decision-making.

1) EV Sales Volume | Weight 50%

- Volume of EV sales as a percentage of ALL vehicle sales for the dealership for the performance period.

2) EV Marketing | Weight 25%

- Marketing dollars spent to promote EVs as a percentage of ALL marketing dollars spent by the dealership for the performance period;

in combination with

- Quality of marketing effort relative to the dollars spent. This can include factors such as the number of impressions for EV ads purchased, evidence of social media penetration, ad creativity, or any number of other factors.

3) EV-Related Community Events and Education | Weight 10%

- Evidence of community outreach and education to expose communities to EVs, supported by measures of the reach or impact of such initiatives.

4) Onsite Promotion | Weight 10%

Evidence of onsite efforts to promote EVs during the performance period such as:

- Estimated number of days for which EV inventory was available;
- Percentage of dealership sales staff trained to sell EVs;
- Quality of employee training;
- Visibility of promotional materials such as posters, pop-ups or other collateral materials;
- Other elements as appropriate.

5) Dealership Certification by Manufacturer | Weight 5%



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Judging Committee

The Canadian Electricity Association and Plug'n Drive thank the members of the Judging Committee for enthusiastically supporting the cause of EV adoption in Canada. The Annual EV Dealership Awards Program depends on the expertise and support of this qualified group of volunteers. Members of the Judging Committee are appointed jointly by CEA and Plug'n Drive. Judging Committee composition may change periodically without notice.

MICHAEL BETTENCOURT

*Automotive Journalist and
Battery Electric Vehicle Owner*

Michael Bettencourt writes regularly for The Globe and Mail newspaper, MSN Autos and Autos.ca, AutoTrader's new car site. When the former magazine editor and now freelance writer is not test-driving the latest plug-in cars and upcoming prototypes, the prolific social media scribe is scoping them out at auto shows around the world. A member of the Automobile Journalists Association of Canada for over 16 years, he's also a member of the New York-based International Motor Press Association and a World Car of the Year juror. He's helped found and run the Canadian Green Car Awards for the past three years.

STEPHEN BIEDA

*Cleantech consultant
Sun Country Highway*

Stephen Bieda works with public and private enterprise to develop electric vehicle and renewable energy strategies. He has served as Director of Communications and Marketing at the McMaster Institute for Automotive Research and Technology (MacAUTO) and is the Founder and President of the Golden Horseshoe Electric Vehicle Association (GHEVA). Stephen works as a consultant to Sun Country Highway in developing electric vehicle infrastructure corridors throughout North America.

RON GROVES

*Manager, Outreach and Education
Plug'n Drive*

Ron Groves is the lead on all of Plug'n Drive's public outreach activities, specifically the "EV Roadshow". Ron's involvement in sustainable transportation began in 2008 as Program Manager for SmartCommute. His time at SmartCommute led him to the Aurora Windfall Ecology Centre where, from 2009 to 2012, he developed numerous programs, including: "ecoDriver", "eDriver" and "Green Spokes". Ron's early career was with Budget Rent a Car as a Regional Manager for Toronto and later as an Account Executive with Budget Canada where he worked on central purchasing programs, operations seminars and local market assessments.

IAN JACK

*Managing Director of Communications and Government
Relations
Canadian Automobile Association (CAA) National*

Ian Jack is a public affairs strategist with extensive knowledge of advocacy and communications gained through 20+ years in national journalism and public service roles, most of them focusing on consumer and automotive issues. Ian is responsible for CAA's public education and advocacy programs on road safety, eco-driving, mobility, infrastructure and consumer issues. He is a member of the government relations committee of Electric Mobility Canada. Prior to joining CAA, Ian served as Deputy Commissioner of Public Affairs for the Competition Bureau of Canada. Ian has also worked as an Account Director at Hill & Knowlton, an international lobbying firm, as Director of Communications to a federal Industry Minister, and as an editor and reporter for the National Post and Canadian Press.



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CATHERINE KARGAS, MBA, ECBS

*Vice President, MARCON
Chair, Electric Mobility Canada*

Catherine Kargas has over 25 years of management consulting experience, during which time she has provided commercial research and strategy advice to public and private sector clients from a variety of industries. In the areas of transportation and energy, her focus has been sustainability. Catherine is the Chair of the Board of Directors of Electric Mobility Canada – an organization that she has been involved with for numerous years, serving as Director and Vice Chair. She is also a founding member and Director of the Transportation Evolution Institute – an organization promoting sustainable transportation solutions and business models.

DEVIN MCCARTHY

*Director of Transmission and Distribution
Canadian Electricity Association (CEA)*

Devin McCarthy is the Director of Transmission and Distribution policy issues at CEA. In this capacity Devin leads the Association's work in areas such as overcoming barriers to electricity system investment, championing grid modernization development and deployment, ensuring continuous occupational health and safety improvement, and coordinating industry funding for standards development. Devin helps to shape and communicate industry approaches to these issues with a focus on high-level business impacts and opportunities to collaborate with key stakeholders including federal government departments. Devin holds a Bachelor of Arts (Honours) degree in Economics from Queen's University

BLAIR QAULEY

*President and CEO
New Car Dealers of British Columbia*

Blair Qualey currently serves as a Governor of the Emily Carr University and as a columnist for The Vancouver Sun and The Province newspapers. Previously, he has held senior positions with The Vancouver Board of Trade, World Trade Centre Vancouver, Century Communications Corp., Coca-Cola Bottling Ltd and Loblaw Group of Companies. Active in the community, Mr. Qualey has served as Chairman and Trustee of the Board of the Vancouver Public Library, a Trustee with the Vancouver Public Library Foundation, President of the BC Library Trustees Association, a Trustee with the BC Sports Hall of Fame and Museum, a Board member of the Vancouver Cherry Blossom Festival Society and a Board member of the Canada Japan Society among others. He holds his Bachelor of Commerce in Human Resources and Labour Relations Management from the University of British Columbia.

MATT STEVENS

*CEO
Cross Chasm Technologies*

Matt Stevens is Co-founder and CEO of CrossChasm Technologies, the company that created FleetCarma and MyCarma. He has been involved in the design of over 20 hybrid and electric vehicles, ranging from to lunar rovers to stealth snowmobiles and now works on making personal fuel economy labels for fleets and individuals looking to pick the best green vehicle for them. Matt holds a Ph.D. in Chemical Engineering, was named to Waterloo Region's Top 40 under 40, is an Adjunct Professor at the University of Waterloo, and is Past-Chair of Electric Mobility Canada.



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About EVs in Canada

In Canada, the Provinces of Quebec, Ontario and British Columbia have been encouraging the adoption of electric cars with rebate programs and other forms of financial assistance.

Each year, the EV Dealership Awards Program is reviewed to adapt to the initiatives in place over the performance period, recognizing that the business case for selling EVs within jurisdictions with incentives is markedly different than in those without incentives.

THE CARS

There are two types of electric cars:

Battery Electric Vehicle (BEV):

- Powered solely by a rechargeable battery pack, BEVs are fully electric cars that never burn gasoline and produce zero tailpipe emissions;
- Models available in Canada include: BMW i3, Ford Focus Electric, Mitsubishi i-MIEV, Nissan LEAF, Tesla Model S.

Plug-in Hybrid Electric Vehicle (PHEV):

- PHEVs have a rechargeable battery pack and a gas engine. They run on pure electric power until the battery is drained, then the gas engine takes over for extended range;
- Models available in Canada include: Cadillac ELR, Chevrolet VOLT, Ford C-Max Energi, Ford Fusion Energi, Porsche Panamera S E Hybrid, Toyota Prius Plug-in.
- All references to PHEVs include also vehicles known as Extended Range Electric Vehicles (EREVs).

REBATES AND INCENTIVES

Quebec: Vehicules Electriques

The government of Quebec offers a rebate of up to \$8,000 off the purchase of an electric car, 50% of the eligible cost for buying and installing a charger to a maximum of \$1,000 and a green licence plate that permits electric cars to use "EV parking only" spots. For more information, please visit: [Vehicules Electriques](#)

Ontario: Electric Vehicle Incentive Program

The government of Ontario offers a rebate of up to \$8,500 off the cost of an electric car. Also, drivers are eligible for a green licence plate which permits them to use high-occupancy vehicle (HOV) lanes when driving alone. The government of Ontario also offers a rebate of up to \$1,000 off the cost of buying and installing a charging station. For more information, please visit: [Ontario Ministry of Transportation](#)

British Columbia: LiveSmart BC

For the first quarter of the performance period for the 2015 EV Dealership Awards (January-March 2014), the government of British Columbia had program funding for a Clean Energy Vehicle Program (CEV), which provided British Columbians with more affordable clean energy transportation solutions. For more information, please visit: [LiveSmart BC](#)



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SPONSORS

The Canadian Electricity Association and Plug'n Drive thank the volunteers and sponsors whose contributions of time, expertise and resources make the Canadian Electric Vehicle Dealership Awards Program possible.

Sponsors are recognized below and will also be recognized with their logo on the CEA and Plug'n Drive websites and in CEA and Plug'n Drive communications such as stakeholder and member newsletters and media releases.

If your organization is interested in being one of this year's sponsors, be sure to get in touch!

MAJOR SPONSOR

Canadian Automobile Association (CAA) National



HOSTING SPONSOR

Electric Mobility Canada



PARTNERS

The Canadian Electric Vehicle Dealership Awards Program is a joint initiative between the Canadian Electricity Association (CEA) and Plug'n Drive.

The Canadian Electricity Association is the national voice of the electricity industry in Canada. CEA is committed to promoting awareness and dialogue about electricity grid modernization. The electricity sector views the use of electricity as a transportation fuel as an opportunity to help Canada meet societal, environmental and economic sustainability goals.

Plug'n Drive is a non-profit organization committed to accelerating the adoption of electric cars across Canada to maximize their environmental and economic benefits. To help drivers make the switch, Plug'n Drive is focused on three key programs: Education, Home and Public Charging Infrastructure and Research to support the electric vehicle industry.

CONTRIBUTING SPONSORS

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Sun Country Highway

More available

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SUBMITTING A 2015 NOMINATION ENTRY

Who Should Enter

The 2015 EV Dealership Awards Program includes three award categories: the *Leading BEV* and *Leading PHEV* categories are open for competition from dealerships in Quebec, Ontario and British Columbia only. The *Inspiration* category is open to all Canadian Provinces and Territories.

While anyone can nominate a dealership, the nomination process requires information and approvals that must be provided by the dealership. Dealerships are encouraged to self-nominate.

- To be nominated, a dealership 'Entrant' must be named. Only a representative of the dealership with the authority to approve the conditions of entry can serve as the Entrant. An Entrant's signature is required for entry.
- A third party 'Nominator' can submit an entry on behalf of a dealership under the condition that the signature of an Entrant is provided on the necessary form and checklist.

One Dealership One Entry

- For the 2015 Awards Program, it is possible for one dealership to win a maximum of two awards (i.e. *Leading BEV* and *Leading PHEV*). Entrants shall indicate the Award category or categories for which the entry applies and provide information that supports the entry for each category selected. A clear and concise presentation of information strengthens the entry in selected categories for which the Entrant is eligible.

Three Steps for Submitting an Entry

STEP ONE

Access the 2015 Entry Form and 2015 Entry Checklist included in the 2015 Nomination Guide.

STEP TWO

Prepare the nomination documentation as per the 2015 Entry Checklist in the 2015 Nomination Guide.

STEP THREE

Submit the nomination documentation by email, mail or office delivery for receipt by the deadline.

FREE TO ENTER!

If you are a dealership in Canada selling electric vehicles, you are eligible for as many as two of three 2015 awards!



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SUBMISSION INFORMATION

- **By Email:** Save or scan the nomination documentation and email as attachments to Plug'n Drive at info@plugndrive.ca.
- **By Mail:** Mail the nomination documentation to Plug'n Drive at 69 Yonge St., P.O. Box 17042, Toronto, ON, M5E 1Y2.
- **By Courier or In-person Delivery:** Arrange for drop-off of nomination documentation at the Plug'n Drive office, which is a shared space at the Centre for Urban Energy – Ryerson University, 147 Dalhousie St., Toronto, ON, M5B 2M7. For this option, call ahead: 647 717 6941 or 1 855 3PLUGIN (375 8446).

What Happens to Entry Documents

- Documentation provided as part of an entry becomes the property of CEA and Plug'n Drive and will not be returned (exceptions negotiable).
- Confidential information provided in an entry that is not for public release must be clearly identified in the entry.
- The Entrant agrees that CEA and Plug'n Drive may use an entry and any intellectual property subsisting within an entry (except for confidential information) to promote the Awards via channels including but not limited to: web content, advertising, publications and on screen content; CEA and Plug'n Drive reserve the right to reproduce, adapt and modify information contained in an entry (except for confidential information) for the purpose promoting the Awards.
- CEA and Plug'n Drive will not be liable for and expressly exclude liability to a Nominator or Entrant for any loss, injury or damage which results directly or indirectly from the Awards, including the breach of any third party intellectual property rights.

Questions?

If you have question about the Canadian Electric Vehicle Dealership Awards Program, please contact Plug'n Drive for assistance:

Brian Millar
 Communications Advisor
 Plug'n Drive
 Tel.: 647 717 6941
 Cell: 647 780 6806
 Email: brian@plugndrive.ca
www.electricvehicleawards.ca

**NOMINATIONS CLOSE
 TUESDAY, MARCH 31, 2015**

HALIFAX IN MAY 2015!

The presentation of the 2015 Awards will be in Halifax at Electric Mobility Canada's EV2015VÉ Conference and Trade Show being held May 25 – 27, 2015.

Winners will share the stage with other EV industry superstars at EMC's Annual Award Luncheon.

Electric Mobility Canada is the voice of the electric vehicle industry in Canada. Its annual conference and tradeshow is aimed at advancing the electrification of transport in Canada.

Electric Mobility Canada is a Supporting Sponsor of the Annual EV Dealership Awards Program.



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2015 ENTRY CHECKLIST

The 2015 Entry Checklist is a mandatory form. All checkboxes must be checked and the signed form dated and submitted with a nomination entry.

- The Nominator/Entrant completed and included the **2015 Entry Checklist** as contained in the 2015 Nomination Guide, including all signatures as applicable.
- The Nominator/Entrant completed the **2015 Entry Form** as contained in the 2015 Nomination Guide, including all mandatory fields and ensuring legible penmanship.
- The Nominator/Entrant grants CEA, Plug'n Drive or members of the Judging Committee permission to contact the Nominator or Entrant for inquiries related to evaluation of the entry.
- The Nominator/Entrant declares that claims made in the entry are true and correct.
- The Nominator/Entrant has declared any perceived conflict of interest.
- The Nominator/Entrant agrees to attend or provide representation at the awards ceremony in the event the entrant is short-listed as a finalist.
- The Nominator/Entrant agrees to participate in publicity activities where feasible.
- The Nominator/Entrant agrees that Nominator/Entrant contact information may be shared with partners and sponsors identified in the 2015 Nomination Guide for potential use in promotional or commercial electronic messages (from which the Nominator/Entrant would have the option to unsubscribe).
- The Nominator/Entrant confirms that confidential information that is not for public release has been **clearly identified**.

Signature of Entrant, with date:

Signature of Entrant witness, with date:

Signature of Nominator, with date (if different from Entrant):

Signature of Nominator witness, with date (if applicable):



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2015 ENTRY FORM

The 2015 Entry Form is a mandatory form. All requested fields must be completed or checked with notes added as applicable (unless explicitly noted as non-mandatory). The completed, signed and dated form must be submitted with a nomination entry.

Check the award(s) for which this entry is being submitted:

- Leading Battery Electric Vehicle (BEV) Dealership Award
- Leading Plug-In Hybrid Electric Vehicle (PHEV³) Dealership Award
- Electric Vehicle Dealership Inspiration Award

Preferred language for trophy (choose one):

- English OR
- French

Along with the signed 2015 Entry Form please upload/submit the signed 2015 Entry Checklist plus all referenced supporting documentation and email/mail/deliver to Plug'n Drive.

Dealership name (as it should appear on a winning trophy):

Dealership location – mailing address:

Dealership location – shipping address (if different from mailing address):

Full name and title, of dealership contact/Entrant:

Phone number and email of dealership contact/Entrant:

Full name, title, phone number and email of Nominator (if different from Entrant):

Dealership website (as it should appear in the winning news release):

³ All references to PHEVs include also Extended Range Electric Vehicles (EREVs).



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For promotion purposes:

Check each box to confirm inclusion of the required information in the nomination documentation submitted. Add notes to describe supporting information that is included in the entry for each check box as applicable.

- Included in this entry (below or attached) is a brief history of the dealership (up to 100 words as they should appear in the winning news release). Notes:

- Included in this entry is a high resolution image of the dealership in jpeg, png, emf, pdf or other suitable format for inserting into the news release and potentially other printed marketing materials (note: pictures embedded in a word document are not useable). Notes:

EV SALES VOLUME

For the performance period (January 1, 2014 to December 31, 2014), record the total number of:

- ALL vehicle sales for the dealership: _____
- BEV sales for the dealership: _____
- PHEV sales for the dealership: _____
- BEV sales as a percentage of total vehicle sales for the dealership: _____
- PHEV sales as a percentage of total vehicle sales for the dealership: _____
- BEV plus PHEV sales as a percentage of total vehicle sales for the dealership: _____

EV MARKETING

For the performance period (January 1, 2014 to December 31, 2014), record the dollar value spent on:

- ALL marketing by the dealership: _____
- Marketing to promote BEVs by the dealership: _____
- Marketing to promote PHEVs by the dealership: _____
- Marketing to promote BEVs plus PEVs by the dealership: _____
- Marketing to promote BEVs as a percentage of all marketing dollars spent by the dealership: _____
- Marketing to promote PHEVs as a percentage of all marketing dollars spent by the dealership: _____
- Marketing to promote BEVs plus PHEVs as a percentage of all marketing dollars spent by the dealership: _____



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Check the box to confirm inclusion of the following NON-mandatory (but insightful and powerful) information in the nomination documentation submitted. Add notes to describe supporting information that is included if applicable.

- Included in this entry is information that illustrates the quality of the dealership's marketing effort relative to the dollars spent. Notes:

EV-RELATED COMMUNITY EVENTS AND EDUCATION

Check each box to confirm inclusion of the following NON-mandatory (but insightful and powerful) information in the nomination documentation submitted. Add notes to describe supporting information that is included in the entry for each check box if applicable.

- Included in this entry is evidence of community outreach and education to expose communities to BEVs, supported by measures of the reach or impact of such initiatives. Notes:

- Included in this entry is evidence of community outreach and education to expose communities to PHEVs, supported by measures of the reach or impact of such initiatives. Notes:



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ONSITE PROMOTION

- Record the estimated number of days for which BEV inventory was available during the performance period:

- Record the estimated number of days for which PHEV inventory was available during the performance period:

- Record the percentage of dealership sales staff trained to sell BEVs during the performance period:

- Record the percentage of dealership sales staff trained to sell PHEVs during the performance period:

Check each box to confirm inclusion of the following NON-mandatory (but insightful and powerful) information in the nomination documentation submitted. Add notes to describe supporting information that is included in the entry for each check box as applicable.

- Included in this entry is additional evidence of onsite efforts to promote BEVs during the performance period.
Notes:

- Included in this entry is additional evidence of onsite efforts to promote PHEVs during the performance period.
Notes:



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DEALERSHIP CERTIFICATION BY MANUFACTURER

- Record if it is true or false that the dealership held a valid BEV certification from a manufacture for the duration of the performance period. Provide any clarifying details if necessary. Notes:

- Record if it is true or false that the dealership held a valid PHEV certification from a manufacture for the duration of the performance period. Provide any clarifying details if necessary. Notes:

Signature of Entrant, with date:

Signature of Entrant witness, with date:

Signature of Nominator, with date (if different from Entrant):

Signature of Nominator witness, with date (if applicable):



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