



Canadian Vehicle
Manufacturers' Association
Association canadienne
des constructeurs de véhicules

MEMO

TO: Interested Parties
FROM: Canadian Vehicle Manufacturers' Association
DATE: October 8, 2026
RE: Implications of BC's electric vehicle sales mandate

British Columbia has one of the most aggressive electric vehicle (EV) mandates in North America, requiring 26% sales in 2026 and 75% EV sales by 2035. Known as the Zero-Emission Vehicles Sales Act, the mandate restricts vehicle choice and raises prices for British Columbians. This memo answers questions about the mandate, its feasibility, and implications for residents.

Are the regulations feasible?

The provincial government's mandated sales targets are not feasible. EV sales in the province fell to 18.7% of new vehicle sales in Q2 of 2026, down from 19% in Q1. To meet the 75% sales target in 2035, EV sales would need to increase by 16.5% annually.

At the current rate of sales, there is no pathway to meeting the provincial government's mandate. According to [JD Power's EV Sales Forecast](#), EV sales could reach 42.5% nationally by 2035. This is well below the mandated sales target required by the provincial government.

Achieving higher EV sales levels depends on favorable market conditions, stronger consumer purchase incentives, effective consumer education and awareness, widespread charging infrastructure, expanded grid capacity, and the development of a North American battery supply chain.

What do the regulations mean for residents?

If EV sales fall short of the mandated target, the only compliance pathways available to automakers are through restrictions on the sale of internal combustion engine (ICE) vehicles, the payment of penalties (\$20,000 per vehicle), or the purchase of credits from foreign automakers.

The result of this regulation is less vehicle choice and higher prices. This will disproportionately and negatively impact low-income British Columbians with limited budgets to meet their transportation needs. Rural and northern residents without access to charging will be adversely affected as gas vehicle restrictions reduce choice and raise prices.

Restricting vehicle sales in the province will have serious negative economic consequences for [hundreds of dealerships](#) and tens of thousands of people employed in the industry. The impact will be particularly acute outside of the lower mainland and Vancouver Island where EVs are responsible for [less than 10%](#) of the province's total vehicle population.

Can British Columbians conveniently charge ZEVs?

Only one in four residents have access to home charging in the province. This poses a significant barrier to achieving EV adoption rates above 25%. British Columbians without a home charger are unlikely to switch to an EV.

The federal government projects that at least [28,000 public chargers](#) will be required in the province by 2030. With only 7,820 public charging ports available today there is no obvious pathway to having the charging infrastructure needed to support mandated sales targets. The provincial government has committed to building [10,000 public chargers by 2030](#), less than half of what is required to support the mandated sales targets.

To support this charging infrastructure, an estimated [2,700 GWh](#) of added electricity generation capacity is required. This is equivalent to nearly half of the annual production of the Site C dam. This requirement will increase to 9,700 GWh by 2040.

What has the province done to address affordability challenges?

The provincial government cancelled its EV purchase incentive program in May 2025. This had an immediate and negative impact on EV sales in the province. There is no pathway to higher EV sales in British Columbia without a strong provincial incentive.

[Two-thirds of British Columbians](#) (67%) say they support reinstating provincial government rebates for consumers who purchase qualifying electric vehicles (28% strongly, 39% somewhat).

What are automakers doing to increase electrification?

Automakers have invested approximately \$15 billion in Canada to support electrification. Since 2012, the number of EV models available to British Columbians has grown from 3 to 115. There are over 20 models available with an MSRP under \$50,000.

What should be done?

The sales targets established in the province's EV mandate are not realistic or achievable. The mandate should be repealed with efforts focused on increasing demand for EVs through investments into charging infrastructure and incentives.