



NOMINATION GUIDE

THE EV AWARDS ARE BROUGHT TO YOU BY:



Canadian
Electricity
Association

Association
canadienne
de l'électricité



AWARDS FOR LEADERSHIP

The Electric Vehicle Awards program is brought to you by Plug'n Drive and the Canadian Electricity Association (CEA) and is designed to recognize car dealerships and electrical utilities that are Canadian leaders in the sale and promotion of electric vehicles.

WHAT YOU CAN WIN

Recognition for your dealership or electrical utility as a Canadian leader in the electric vehicle industry:

- In a national and local news release
- On the websites and social media channels of Plug'n Drive, the Canadian Electricity Association and our media partners
- With a trophy showcasing your achievement and contribution to a clean energy future

FOUR AWARD CATEGORIES

LEADING BATTERY ELECTRIC VEHICLE DEALERSHIP

This category is open to any Canadian car dealership that excels in the sale and promotion of fully electric cars.

LEADING PLUG-IN HYBRID ELECTRIC VEHICLE DEALERSHIP

This category is open to any Canadian car dealership that excels in the sale and promotion of plug-in hybrid electric cars.

NEW IN
2020

MIKE BRIGHAM USED ELECTRIC VEHICLE DEALERSHIP AWARD

This category is open to any Canadian car dealership that excels in the sale and promotion of used fully electric or plug-in hybrid electric cars.

Mike Brigham is an environmental advocate and philanthropist supporting many different environmental causes, with a special focus on climate change. He believes strongly in the role EVs can play in decarbonizing transportation. He has generously supported Clean Air Partnership to fund a variety of initiatives in collaboration with Plug'n Drive including the Used EV and Scrappage incentive programs.

TOM MITCHELL ELECTRIC VEHICLE UTILITY LEADERSHIP AWARD

This category is open to any Canadian electrical utility that had a utility-led electric vehicle or charging station program in place throughout 2019.

Tom Mitchell is the former CEO of Ontario Power Generation and was instrumental in the creation of Plug'n Drive by providing both financial and moral support before most people had even heard of EVs.



JUDGING CRITERIA

All entries will be evaluated by a volunteer panel composed of Canadian electric vehicle experts. The Judging Panel will use the criteria on the following pages to evaluate each entry. Dealerships are welcome to apply to more than one category, but can only be selected to win in one category at the discretion of the judges.

**NEW IN
2020**

EV AWARDS HALL OF FAME

**FOUR
CONSECUTIVE
WINS**

The Electric Vehicle Awards have recognized leading dealerships and electrical utilities since 2012. Some past participants have exemplified such outstanding leadership that they have been awarded multiple times.

In recognition of this achievement, Plug'n Drive and the Canadian Electricity Association have created the EV Awards Hall of Fame. If your dealership or utility has won for **four consecutive years** in a row, you are ineligible to apply for the 2020 EV Awards, but will instead be entered into the EV Awards Hall of Fame and given the opportunity to present the award to this year's winner and other special recognition opportunities.

JUDGING PANEL

CATHERINE KARGAS VICE PRESIDENT | MARCON

Catherine Kargas is VP at MARCON, a research and strategy consulting firm with expertise in the fields of mobility, insurance and energy. Her professional mission is to advise public and private sector clients and help them react to the multiple changes and disruptions affecting the new mobility ecosystem.

FRANCIS BRADLEY PRESIDENT AND CEO | CANADIAN ELECTRICITY ASSOCIATION

Francis Bradley acts as the chief representative and spokesperson for CEA and its members, focusing on issues of national concern to the electric utility industry.

IAN JACK VICE-PRESIDENT PUBLIC AFFAIRS | CAA

Ian Jack is a public affairs strategist with extensive knowledge of advocacy and communications gained through 20+ years of experience in national journalism and public services roles, most of them focused on automotive issues.

JEFF MELNYCHUK EDITOR IN CHIEF | AUTOMOTIVE NEWS

Jeff Melnychuk is an award-winning journalist. The Manitoba native has worked in various editor roles at daily newspapers across Canada, including: The Sudbury Star, The Daily Courier and the Times & Transcript. Melnychuk left daily newspaper life in 2001 to develop Wheelbase Media, which became the largest independently owned syndicated automotive news service in North America.

MATT STEVENS VICE-PRESIDENT ELECTRIC VEHICLES | GEOTAB

Matt Stevens is Vice President of Electric Vehicles at Geotab. He has been working on hybrid and electric vehicles for 15 years, ranging from cars to lunar rovers to stealth snowmobiles and now helps fleet managers successfully electrify their fleet and utilities integrate electric vehicles into the smart grid.

MICHAEL BETTENCOURT FREELANCE COMMUNICATIONS CONSULTANT

Michael Bettencourt is an award-winning automotive journalist, battery electric vehicle owner and long time AJAC member, he is on the Technology of the Year judging panel, with a special interest in green and exotic cars, especially when combined.

NINO DI CARA FOUNDER AND PRESIDENT | ELECTRIC AUTONOMY CANADA

Nino Di Cara is a passionate believer in electrification and the benefits that technology will bring to our future mobility. He has ten years of experience in leadership roles pertaining to corporate marketing agencies and seven years as an executive board director for B2B industry publishers.

SUZANNE GOLDBERG CANADIAN PUBLIC POLICY DIRECTOR | CHARGE- POINT

Suzanne Goldberg is an energy, climate, and electric vehicle policy expert with over 10 years of experience. She is currently the Director of Public Policy for ChargePoint in Canada, the leading provider of smart, networked electric vehicle charging infrastructure, with over 60,000 charging points across North America. In this role she covers federal, provincial and municipal affairs, managing engagement on electric vehicle policy across Canada.

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Automotive News



LEADING BATTERY ELECTRIC VEHICLE DEALERSHIP

20% SALES VOLUME

A measure of your dealership's overall electric vehicle sales volume as a percentage of total car sales. For example, a dealership that sold 1,000 cars total, 100 of which were electric (10%) would not score as high as a dealership that sold 300 cars total, 50 of which were electric (16%).

This category will be evaluated using a combination of total sales and percentage increase year over year.

20% MARKETING

A measure of your dealership's overall electric vehicle marketing efforts as a percentage of all marketing dollars. This category takes into consideration the amount of marketing dollars spent as well as the quality and success of marketing.

20% COMMUNITY INVOLVEMENT

A measure of how active your dealership is in your community promoting electric vehicles as a transportation option, including events and community sponsorships.

20% STAFF TRAINING

A measure of how diligent your dealership is at training sales staff on electric vehicle products to ensure an informed sales experience for potential buyers, including training programs, available resources and the capabilities of your service department.

20% ON-SITE EV VISIBILITY/INVENTORY

A measure of how visible your electric vehicle products are on the show floor, including having EV products available for test drive, being able to offer multiple trims and the presence/quality of EV displays. This category takes into consideration year-over-year percentage growth in inventory.

LEADING PLUG-IN HYBRID ELECTRIC VEHICLE DEALERSHIP



20% SALES VOLUME

A measure of your dealership's overall electric vehicle sales volume as a percentage of total car sales. For example, a dealership that sold 1,000 cars total, 100 of which were electric (10%) would not score as high as a dealership that sold 300 cars total, 50 of which were electric (16%).

This category will be evaluated using a combination of total sales and percentage increase year over year.

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A measure of how visible your electric vehicle products are on the show floor, including having EV products available for test drive, being able to offer multiple trims and the presence/quality of EV displays. This category takes into consideration year-over-year percentage growth in inventory.

MIKE BRIGHAM USED ELECTRIC VEHICLE DEALERSHIP AWARD



40% SALES VOLUME

A measure of your dealership's overall electric vehicle sales volume as a percentage of total car sales. For example, a dealership that sold 1,000 cars total, 100 of which were electric (10%) would not score as high as a dealership that sold 300 cars total, 50 of which were electric (16%).

This category will be evaluated using a combination of total sales and percentage increase year over year.

15% MARKETING

A measure of your dealership's overall electric vehicle marketing efforts as a percentage of all marketing dollars. This category takes into consideration the amount of marketing dollars spent as well as the quality and success of marketing.

15% COMMUNITY INVOLVEMENT

A measure of how active your dealership is in your community promoting electric vehicles as a transportation option, including events and community sponsorships.

15% STAFF TRAINING

A measure of how diligent your dealership is at training sales staff on electric vehicle products to ensure an informed sales experience for potential buyers, including training programs, available resources and the capabilities of your service department.

15% ON-SITE EV VISIBILITY/INVENTORY

A measure of how visible your electric vehicle products are on the show floor, including having EV products available for test drive, being able to offer multiple trims and the presence/quality of EV displays. This category takes into consideration year-over-year percentage growth in inventory.

TOM MITCHELL ELECTRIC VEHICLE UTILITY LEADERSHIP AWARD



Because utility-led programs can vary dramatically in purpose and scope, this award category will be a subjective evaluation relying on the knowledge and expertise of the Judging Panel. The Judging Panel will take into consideration the marketing/promotion of the project, the quality of the research being done and the relevance of the project to accelerating electric vehicle sales.

When submitting an application under this category, please outline your work in some key areas, including programs for customers, employees, fleets and other.



SUBMITTING AN APPLICATION

WHO SHOULD ENTER

While anyone can nominate a dealership or utility, the application process requires the submission of confidential information that can only be provided by the dealership or utility.

To be nominated, a dealership/utility "Entrant" must be named. Only a representative of the dealership/utility 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/utility under the condition that the signature of an Entrant is provided on the necessary form and check list.

NOTE

All applicants must sign a declaration stating that the information being submitted is accurate and true to the best of their knowledge. If it is discovered that an applicant has knowingly provided false information, their submission will be immediately disqualified and they will be barred from applying to the EV Awards in the future.

Three Steps for Submitting an Entry

1

Access the Entry Form
Online at
plugndrive.ca/electric-vehicle-awards

2

Prepare the
Nomination Documentation
as well as any other
supporting materials

3

Submit your application
by email to
ev-awards@plugndrive.ca

**All applications are due by 11:59 PM
on Friday, July 31, 2020**



AWARDS CEREMONY

The 2020 Electric Vehicle Awards will be presented during a virtual event on October 3, 2020 and the trophies will be mailed to each successful applicant unless conditions change such that an in-person event is possible.

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Questions?

plugndrive.ca/electric-vehicle-awards

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