

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



ELECTRIC VEHICLES

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Interest in electric vehicles is on the rise. As automakers ramp up development efforts for electric vehicles and introduce models that perform exceptionally well on environmental impact, energy cost and overall maintenance, a growing number of Canadians consider choosing plug-in hybrids, hybrid or battery electric vehicles. Yet environmental performance is not the only concern that is shaping the car of the future: innovation in electric vehicles is merging with the vision to advance connected and autonomous cars.



GOING LIVE IN PRINT AND ONLINE:
APRIL 19, 2017

GET INVOLVED BY:
MARCH 8, 2017

MATERIALS DUE:
APRIL 12, 2017

Proposed editorial highlights:

2017 MODELS. With many new models entering the Canadian market, what are some of the options available to consumers who are looking for a vehicle that suits their lifestyle?

WHY ELECTRIC? What are some of the parameters, such as cheaper energy costs, lower overall maintenance and reduced greenhouse gas emissions, that set electric vehicles apart?

TECHNOLOGY AND INNOVATION. We look at innovation that is making electric vehicles more consumer friendly, for example by increasing battery life and improving range performance.

CANADA'S CONTRIBUTION. What are the leading advocacy groups in Canada and which jurisdictions are emerging as leaders for charge station infrastructure?

THE CAR OF THE FUTURE. How are societal changes shaping the future of car transportation and what are the implications for electric, connected and autonomous cars?

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3.6 million

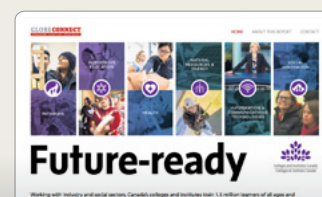
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ELECTRIC VEHICLES



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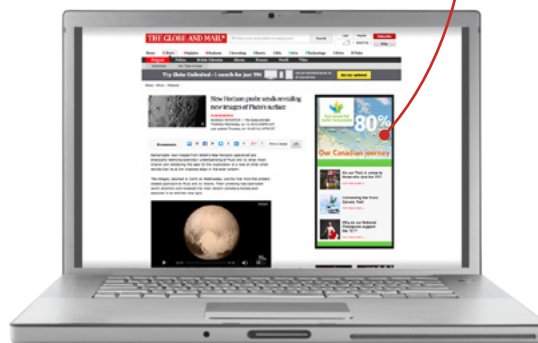


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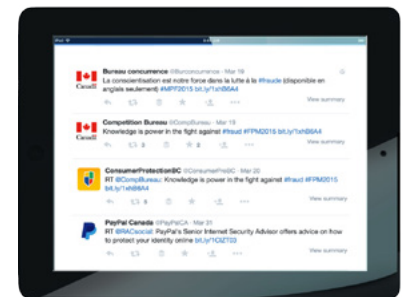
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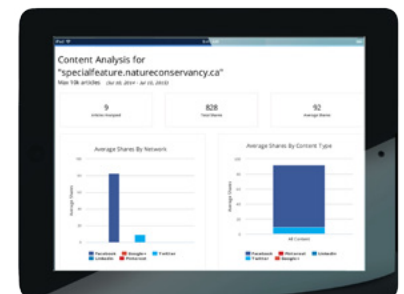
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