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**Toronto – Supporting Canadian EV start-up brands like Maple Majestic is the key to accelerating Canada’s economic recovery – a Government EV Policy Advisory.**

As Canadians head to the polls on September 20, Canada’s economic recovery is a top priority. One of the greatest economic opportunities for Canada in the coming years, is to participate in the **Electric Vehicle Revolution**. While most parties accept Electric Vehicles as a part of Canada’s future, there remains an uncertainty over the exact path which Canada should take to bring the maximum benefit to the country. Canada’s own **AK Motor International Corporation**, with its **Maple Majestic** EV project, has a clear strategy which will allow Canada to take full advantage of the Electric Vehicle revolution. In an effort to inform voters and candidates alike, AK Motor founder and **CEO Arkadiusz Kaminski** shares a Canadian EV start-up’s advice for the road ahead.

*“The adoption of EV’s represents two distinct halves of a whole business opportunity. Firstly, there is the infrastructure side which takes into account charging stations and the delivery of electricity, and secondly, there is the supply of electric vehicles which will use the charging facilities. For Canada to benefit from the business opportunity as a whole, both sides of the EV equation need to be tapped.*

*At this time, Canada has its stake in the charging infrastructure reasonably guaranteed as, by definition, the set-up of charging infrastructure will have to take place on Canadian soil, creating Canadian jobs. The vehicle side of the equation remains uncertain, and this is the area where a few government policy changes can make a big difference. Currently, different levels of Canadian government are promoting and assisting in the development of Electric Vehicle technologies to meet the 2035 EV adoption mandate. This strategy is well founded, and will allow Canadian companies to become leaders in creating the electric technologies necessary for the EV’s of the future. This strategy encompasses everything from mining minerals for raw materials, to the development of batteries, electric motors, and electronic management systems.*

*The short-coming of this strategy, is that it leaves half the business of building EV’s on the table. While the strategy represents a shift away from internal combustion technology to electric technology, the net result remains the same. It is no more than a new twist on the same old business model from the previous century, whereby Canada produces the parts implemented by international automotive concerns. At best, we will see these Canadian technologies implemented in vehicles, over which Canada has no directional input, perhaps produced in Canada, perhaps not. At worst, we may see an unprecedented brain-drain, as technologies developed in Canada are relocated to other parts of the world where they can be produced in close proximity to their market.*

*There is no question that shifting towards EV technologies is the right thing to do, but it is not the complete solution. **The best solution to advance Canada’s auto industry into a new and better business model is to foster the building of Canadian EV’s.** This strategy should augment, not replace Canada’s parts supply business model. The objective is not to take away government support for parts suppliers and developers of technological innovations, but to also support Canadian OEM start-ups and companies which intend to manufacture complete vehicles in Canada, for it is they who will be using the parts and technologies that are already well funded. Towards this end, all levels of government must extend their political leadership*

*in helping Canada's fledgling EV OEM companies. It cannot be overstated how important this support is for Canadian EV's to get off the ground. Government support lends a stability and a credibility which is the catalyst that motivates parts suppliers, technological companies, academia and investors to participate in the development of EV projects. There isn't a single successful automotive brand in the world which isn't supported by the government of its home country, and the same must hold true for Canada.*

*Not all government support needs to be about spending tax payers' money. As an example, Ontario is the centre of Canada's automotive industry, and the leadership of the **Ford Government in Ontario** deserves to be commended for its initiative in proposing a new regulation for "Small Batch" production of vehicles. **Transportation Minister Caroline Mulroney** and the **Minister of Economic Development, Job Creation and Trade Victor Fedeli** are pioneering the framework for a new category of vehicles which, if implemented, will allow new Canadian EV's made in Ontario to come to market much faster, and at lower costs. The **Small Batch - OMVSR** standards deserve to be implemented at the federal level as well, and this will be one of the challenges for the successful Federal government candidates. More can be read about OMVSR in Ontario's Regulatory Registry below:*

<https://www.ontariocanada.com/registry/view.do?postingId=31228&language=en>

*As the federal government continues to fund technological innovation in the EV sphere, a recognition must be made that Canadian EV OEM companies, which will produce complete branded vehicles are at the core of Canada's economic recovery strategy. These companies represent the added value which will allow Canada to fully take part in the Electric Vehicle revolution. Failure to support Canada's EV OEM start-ups will result in Canada missing the boat on the Electric Vehicle opportunity. Realistically, support for EV OEM start-ups will translate into support for parts suppliers anyway. Canada's EV OEM start-ups need to rely on a shared, strong parts and technology base. By extension, the Canadian government would do well to incentivize local parts suppliers to offer their parts and technologies to Canadian EV OEM start-ups. When multiple Canadian EV's will use local parts, this will allow suppliers to consolidate and share parts, effecting savings throughout the value chain.*

*In wishing Federal government candidates of all political stripe the best of luck, I invite them to consider and share their position on support for the creation of Canadian Electric Vehicles. I also invite voting Canadians to take into account their candidates' position on this subject when they cast their vote on September 20." - Arkadiusz Kaminski, Chief Executive Officer, AK Motor International Corporation*

Hashtags: #MapleMajestic , #WeAreAllMapleMajestic , #AKMotor , #electricvehicles , #EV , #automobility , #innovation , #electricvehicles , #VicFedeli , #CarolineMulroney , #FordNation , #Election 2021 , #lpc , #cpc , #ndp

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