



## ANNOUNCEMENT

**smart Canada and Toronto Hydro-Electric System Limited have launched the First Public Electric Vehicle Deployment Pilot of its kind in North America, with Pollution Probe's collaboration and support**

December 1<sup>st</sup>, 2010

Pollution Probe is proud to announce that Toronto Hydro-Electric System Limited and smart Canada, a division of Mercedes-Benz have launched the first public electric vehicle deployment pilot project of its kind in North America – *The Toronto Hydro smart Experience*. Pollution Probe has provided environmental policy expertise and project management support to Toronto Hydro and smart Canada in support of this important initiative.

While electric vehicles are a promising new technology, few production models are available to the Canadian public to date. As a result, there is little first-hand knowledge of how electric vehicles will be used by Toronto-area commuters and residents. Toronto Hydro, smart Canada and Pollution Probe are coordinating efforts to deploy 15 smart fortwo electric drive vehicles, and the associated residential and public charging stations within the city of Toronto.

Throughout the four-year pilot, much can be learned by monitoring the experience of the smart fortwo electric drivers. *The Toronto Hydro smart Experience* will build knowledge and information based on the experiences of real drivers in Toronto. The pilot will help to answer important questions about electric vehicle use. For example: Where and when will people plug in to charge their electric vehicles? What aspects of electric vehicle performance will people most appreciate (or not appreciate)? Understanding built through this initiative will be used by Pollution Probe to inform public policy and to enhance public awareness relating to electric vehicle technology. to build on their research on consumer attitudes towards electric vehicles and facilitate future electric vehicle consumer education

Pollution Probe is providing environmental policy expertise and project management services to this pilot program. Pollution Probe's credibility and experience on this topic are profiled in the following work:

- [“Unlocking the Electric Mobility Potential of Toronto: Moving Toward an Electric Mobility Master Plan for the City”](#), a recent report that includes estimates of the emissions associated with electric vehicle use in Toronto and the impacts on the local electricity grid.
- Public [education documents](#) on electric vehicle technology.
- Expertise on transportation technology, infrastructure and policy, built on a series of seminal research and policy publications, including original research on [consumer perceptions](#) of electric vehicles.

- Membership in the Steering Committee for [Electric Vehicle Technology Roadmap](#) in Canada.

For more information on the pilot, please see *The Toronto Hydro smart Experience* press release [here](#), or visit the [website](#).

**Contact:**

**Bob Oliver**

**Executive Director**

**Pollution Probe**

**416.926.1907 ext. 231**

**About Pollution Probe:**

Pollution Probe is a leading Canadian environmental not-for-profit group dedicated to achieving positive, tangible environmental change through its research, education and advocacy programs. Pollution Probe has an active program focused on automobile fuel efficiency, freight movement, public transit, electric vehicles and consumer behaviour. To learn more about Pollution Probe, visit [www.pollutionprobe.org](http://www.pollutionprobe.org).