



## **NCD A STATEMENT ON CHANGES TO CLEANBC GO ELECTRIC PASSENGER VEHICLE REBATE PROGRAM**

For immediate release  
June 18, 2024

**Langley, BC** – Following is a statement from Blair Qualey, President, and CEO of the New Car Dealers Association of BC (NCD A), in response to changes to the CleanBC Go Electric Passenger Vehicle Rebate Program, effective today, June 18<sup>th</sup>. As a result of changes, the MSRP for qualifying vehicles has been reduced from \$55,000 to \$50,000. Additionally, SUVs and station wagons/vans have been moved from the larger vehicle category (with higher MSRP threshold) to the car category with the new lowered MSRP of \$50,000.

*“The NCD A has administered the CleanBC Go Electric Passenger Vehicle Rebate Program for 13 years, during which it has become a central component of the provincial government’s Clean BC plan to lower climate-changing emissions. It has also played a key role in BC assuming and maintaining a leadership position in zero emission vehicle (ZEV) adoption in Canada.*

*Changes will significantly impact on the number of qualifying vehicles available within the threshold and as a result, push the purchase of a new ZEV out of reach for many British Columbians.*

*In the past 24 hours, I have been inundated with calls from New Car Dealers, expressing grave concern about changes to the program and, in some cases, suggesting they may cancel orders for vehicles they don’t feel they will be able to sell in the new environment.*

*Various studies and opinion polls suggest a softening in the new ZEV market and fear these changes will also threaten the ability of manufacturers to meet the government’s aggressive mandated targets for the sale of ZEVs. Unless government adopts a flexible approach, manufacturers will be hard-pressed to meet targets, leading them to restrict the supply of all vehicles for sale in the province to avoid penalties – which in turn will drive up all new and used vehicle prices, as we saw during the pandemic.*

*At a time when affordability and climate change are major concerns for British Columbians, we should strengthen the incentive program, not reduce access - at least until there’s more price parity between ZEVs and internal combustible vehicles.*

*We anticipate some manufacturers may reduce the cost of some models so they fall within the new threshold, but we believe the overall impact on consumers will be significant. The NCDA will be monitoring the situation and reporting back to government.”*

**About the NCDA:** *The New Car Dealers Association of BC (NCDA) represents over 400 new car and truck dealers throughout British Columbia who employ 30,000 British Columbians and are responsible for close to \$17 billion in retail sales in the province. The Association speaks on behalf of the retail automotive industry and advocates on legal, environmental, and consumer issues relating to vehicle sales in British Columbia.*

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**Contact:**

Kelly Gleeson  
604-240-6231  
kgleeson@lbmg.ca