

July 13th, 2026

The Honourable Julie Dabrusin
Minister of the Environment, Climate Change and Nature

The Honourable Mélanie Joly
Minister of Industry

Re: Implementing Strong Tailpipe Emission Standards to Support Canadian Jobs, Investment and Competitiveness

Dear Ministers,

We are writing to urge the Government to move forward without delay on consultations and implementation of Canada's proposed tailpipe emission standards.

In February, the federal government announced its intention to strengthen existing tailpipe emission regulations as part of its automotive framework in lieu of the Electric Vehicle Availability Standard. However, many months later, consultations have yet to begin and the draft regulations have not been provided for feedback, leaving a regulatory gap of 10 months (and counting) since EVAS was put on pause in September 2025. Every day of further delay will make it tougher for the government to achieve its stated goal of 75 % EV sales by 2035 and creates uncertainty for workers, manufacturers, suppliers and communities that depend on the automotive sector. Tens of billions in investment have been committed across Canada's EV ecosystem, [more than 130,000 Canadian jobs are already supported by the EV transition](#). Meanwhile, Canadians are being deprived of transportation solutions that could save many households hundreds to thousands of dollars per year in fuel and maintenance costs. Delays also risk missing substantial public-health benefits from reduced tailpipe pollution, including avoiding premature deaths.

The announcement and implementation of consumer incentives were and are still welcome and have helped more people afford electric vehicles. Incentives alone however are not enough to secure our EV future.

Around the world, governments are adopting clear policies to support the transition to zero-emission vehicles, strengthen domestic manufacturing, and attract investment.

Europe has adopted a tailpipe standard intended to deliver 90 per cent zero-emission vehicle sales by 2035, while other major markets, including China, the UK, and California continue to move forward with strong regulatory frameworks.

The global auto market is rapidly electrifying. Canada's market has much potential. EV sales increased by 75 per cent year-over-year in March 2026 alone, showing that there is demand.

The consequences of uncertainty are already becoming apparent. Earlier this year, Honda announced a pause to its planned \$15 billion EV battery and assembly investment in Ontario. Many factors influence investment decisions, however, it is increasingly clear that jurisdictions providing long-term policy certainty are best positioned to attract and retain investment in the industries of the future.

For too long, Canada has relied on automatically aligning vehicle regulations with those of the US. However, that can no longer be the case with a US administration that has abandoned its push toward EVs or any attempt to lower emissions from vehicles while Canada has not. Our country requires a transportation and industrial strategy that reflects Canadian interests and provides predictable long-term direction.

Strong tailpipe emission standards would help provide that certainty. They would support investment in Canadian manufacturing, strengthen domestic supply chains, expand consumer access to affordable zero-emission vehicles, reduce transportation emissions, and position Canada to compete in an increasingly electrified global economy.

Canadians are ready for this transition. What industry, workers and investors need now is policy certainty.

We therefore urge the Government of Canada to:

- Launch consultations on proposed tailpipe emission standards without further delay and implement by the end of 2026 for year model 2027;
- Table regulations that more closely align to the European standard of 90% EVs by 2035 with minimal flexibilities, backed up by modeling
- Implement interim targets by 2030 to ensure Canada does not fall further behind
- Recognize strong vehicle emissions regulations as an essential component of Canada's economic, industrial and climate strategy and protecting human health
- Use this opportunity to [close regulatory loopholes that encourage automakers to produce bigger and heavier vehicles, while shifting car sales toward SUVs instead of smaller and more affordable vehicles that could benefit Canadian families](#)

Canada has an opportunity to demonstrate leadership and build a competitive clean transportation economy that creates jobs, attracts investment and reduces emissions for decades to come. We urge you to seize that opportunity.

Sincerely,

Environmental Defence
Équiterre
David Suzuki Foundation
EV Society
Plug'n Drive