



## Companies in Québec increase EV uptake through fleet trials

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**Sector:** Clean transportation

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### Summary

Through the Plug-in Fleet Project – which is designed to support an increase in uptake of electric vehicles (EVs) – companies in Québec participated in a trial using EVs loaned from car manufacturers and dealers in their own fleets. The project has significantly changed perceptions of EVs and resulted in EV purchases by some companies at the end of the trial. An initiative of the Innovative Vehicle Institute (IVI), the project was supported by the Government of Québec as part of the [Action-Climat Québec](#) program stemming from the 2013-2020 Climate Change Action Plan.

The project, which ran from April 2016 to November 2019, saw participation from 30 companies across the province and more than 300 employees.

The three main objectives behind this initiative were: to demonstrate the profitability and viability of electric vehicle fleets, to make fleet managers aware of the benefits of electric vehicles by providing them with training and coaching, and to develop measurement tools and documentation for fleet managers interested in electrifying their vehicle fleets.

### Details

The companies were each loaned up to six electric vehicles for three weeks, free of charge. On the first day of trials, an electric fleet expert provided training to employees to introduce them to the vehicles. Technicians also went to the sites to install Level 2 charging stations and fast charging stations so that the companies could charge the vehicles in their parking lots. Level 2 charging stations allow a charge of 15-80 km per hour and fast charging stations allow a charge of 150-200 km per hour.



The project was made possible through electric vehicle loans from car manufacturers and car dealers, charging station loans from [ELMEC](#), and the participation of various organizations. The initiative was led by an electric vehicle fleet expert, along with two technicians and a communications consultant.

### Results

Thirty companies conducted the electric vehicle trials and the outcomes were highly positive. Some of the companies purchased electric vehicles at the end of the trials and the perception that employees and fleet managers had of electric vehicles changed significantly following the experiment. Several concerns, such as the range and flexibility of EVs, were eliminated. In addition, as a result of the Plug-in Fleet Project the IVI was able to create a [guide](#) to help car fleet managers integrate EVs into their fleets.

### Enabling conditions

The project was made possible thanks to financial and strategic partners. The electric vehicle loans provided by manufacturers and dealers were a significant factor in the success of the Plug-in Fleet Project. Furthermore, the IVI's extensive expertise in the integration of EVs into fleets as well as in charging strategies was a major asset for effectively implementing this project. Lastly, the social acceptability of EVs in Québec made it possible to identify a large number of companies interested in participating in the trials.

### Challenges

The project's first challenge was vehicle availability. Participating dealers could not always lend out their vehicles due to the high demand for them. Government incentives to purchase an electric vehicle have increased consumer interest, thereby reducing the number of available vehicles for the trials.

The second challenge was encountered during the company trials. It was noted that employees did not use, or rarely used, certain electric vehicles which were less popular because of their size and lower range. Therefore, in order to collect data on all vehicles, the project manager had to remind the companies to use the full electric vehicle fleet.

### Key lesson learned

Experiments conducted during the Plug-in Fleet Project enabled the identification of several key factors for successfully integrating electric vehicles into a fleet. One of the most important is to put humans at the heart of the change. In this regard, it is essential for the fleet manager to involve employees in the EV integration process from the outset. Likewise, the company must prepare for the change and answer questions from employees. Lastly, the overall success of the Plug-in Fleet Project lies in the high degree of collaboration between the various partners and the IVI.

#### More information

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