

TIME TO PLUG-N!

KIA CANADA CLEARS UP COMMON EV MISCONCEPTIONS

Since the pandemic began...

79%

of Canadians say they feel safest travelling by car

38%

of Canadians are more conscious of their life choices and impact on the environment



Tune-Up on EV Facts

51%

of Canadians would consider or intend to purchase an EV as their next vehicle to reduce their carbon footprint

82%

of Canadians have never driven an EV before

Why is this?

Kia Canada identified common EV misconceptions to arm Canadians with the facts to get behind the wheel and gain EV confidence!

No-Nuisance EV Charging



47% of Canadians would not consider purchasing an EV for their next vehicle. Among this group:

MYTH

50% believe that finding a charging station is a nuisance

MYTH

30% don't think they can install a charging port in their home

MYTH

30% believe it takes too long to charge an EV

FACT

There are **14,000+** public charging ports (Level 2 and 3) available across Canada

FACT

71% of EV charging is done at home

FACT

All Kia EVs can be recharged to 80% in **<1 hour** using a Level 3 charging station (100kWh)

Canadians can easily charge-up on the road or in the comfort of their homes – now that's the plug-in treatment!

EV Range, Not an Issue



47% of Canadians would not consider purchasing an EV for their next vehicle. Among this group:

MYTH

49% believe that EVs cannot drive long distances

FACTS

68% of Canadian car owners drive less than 50kms on an average day
Kia EVs offer impressive range of up to **385km** in a single charge

Kia's EVs are ready to go the distance – wherever the destination may be!

EV Cost? You're Covered!



47% of Canadians would not consider purchasing an EV for their next vehicle. Among this group:

MYTH

59% believe EVs are too costly and expensive to maintain

FACT

The Government of Canada offers federal sales incentives of **up to \$5,000** for the purchase of zero-emissions vehicles (ZEVs)

+ \$8,000 if you are a resident of Quebec

+ \$3,000 if you are a resident of British Columbia

The switch to EV is not so costly after all!

