



2026 PROVINCIAL ELECTION TOOLKIT

Your Voice Matters in the Final Days of the Campaign



MESSAGE FROM BLAIR QUALEY TO DEALER MEMBERS

Dear Dealer Members,

With only days remaining before British Columbians head to the polls on October 24, the New Car Dealers Association of BC continues to make the case for policies that improve transportation affordability, support our industry and strengthen the communities we serve.

Over the past several weeks, the Association has shared our key priorities with each of the major provincial political parties, engaged with media on issues that matter to dealers and consumers, and launched a series of [social media videos](#) highlighting our recommendations.

Our message has been consistent: British Columbia needs practical policies that make transportation more affordable, support consumer choice, strengthen our automotive workforce and ensure the transition to lower-emission vehicles is achievable.

But with the campaign entering its final stretch, there is also an important role for dealers themselves.

Our Association represents more than 400 dealerships, supporting approximately 30,000 jobs in communities across B.C. Collectively, we have a significant voice. When local dealers speak directly to candidates, the media and their communities, it reinforces the importance of the issues we are raising provincially.

- Share or repost NCDA social media content, including our election videos, and amplify posts from fellow dealer members.
- Contact your local candidates, outline the importance of your dealership to the local economy and ask where they stand on our priorities.
- Attend all-candidates meetings and raise questions about transportation affordability, vehicle taxation, workforce training and the future of the automotive industry.
- Write to your local newspaper or online news publication about challenges facing consumers and businesses.
- Call into radio open-line programs or participate in other local discussions about election issues.
- Share your own experiences, including what customers are telling you about affordability, vehicle choice and the transition to electric vehicles.

You do not need to address every issue. Speaking to one or two priorities that are particularly relevant to your dealership and community can often be more effective.

To make participation easier, we have prepared this backgrounder outlining our six election priorities, suggested social media posts and draft letters you can adapt for local candidates or news outlets.

Our objective is not to endorse any political party. It is to ensure that whoever forms the next provincial government understands the importance of our industry and the practical steps needed to support dealers, employees and consumers.

The next two weeks represent an important opportunity to be heard. I encourage you to participate, share our message and help ensure the automotive industry's priorities remain part of the provincial election conversation.

Thank you for your continued engagement and support.



Blair Qualey
President & CEO, New Car Dealers Association of BC



Key Election Priorities

The NCDA represents more than 400 franchised new car dealers and approximately 30,000 family-supporting jobs across B.C. Our six priorities have been shared with major provincial political parties and underpin our election advocacy. B.C. needs a coordinated transportation affordability strategy that considers the cumulative impact of taxes, regulations, infrastructure and workforce policies on consumers and businesses.

1 Modernize B.C.'s Luxury Vehicle Tax

THE ISSUE: The \$55,000 tax threshold is outdated when the average new vehicle costs approximately \$66,000. More ordinary family vehicles can be captured by a tax intended for luxury purchases.

NCDA'S ASK: Eliminate the tax or substantially raise and modernize the threshold so it applies to genuinely high-end vehicles.

KEY MESSAGE: A family vehicle should not be considered a luxury simply because prices have increased.

2 Expand Automotive Trades and EV Training

THE ISSUE: Dealerships face shortages of qualified technicians as vehicles become increasingly sophisticated.

NCDA'S ASK: Expand automotive trades programs, post-secondary spaces and EV-specific technician training in partnership with industry.

KEY MESSAGE: Investing in automotive training supports skilled jobs and local communities.

3 Accelerate Reliable Fast-Charging Infrastructure

THE ISSUE: With more than 220,000 EVs on B.C. roads, dependable public charging must keep pace, including outside major urban centres.

NCDA'S ASK: Invest in a reliable, regionally distributed network of public DC fast chargers, including corridors and rural, northern and remote communities.

KEY MESSAGE: A successful EV transition requires charging infrastructure throughout B.C.

4 Make the PST Expansion Pause Permanent

THE ISSUE: The proposed expansion of PST to professional and other business services would raise operating costs; the current pause leaves uncertainty.

NCDA'S ASK: Permanently abandon the proposed expansion.

KEY MESSAGE: Businesses need cost certainty to invest, grow and create jobs.

5 Align B.C.'s ZEV Policy with the Federal Approach

THE ISSUE: Prescriptive provincial ZEV sales mandates risk moving ahead of consumer demand, vehicle availability and charging infrastructure. The federal government has announced a more flexible emissions-based direction.

NCDA'S ASK: Replace rigid sales mandates with a practical emissions-based framework recognizing affordability, demand and infrastructure.

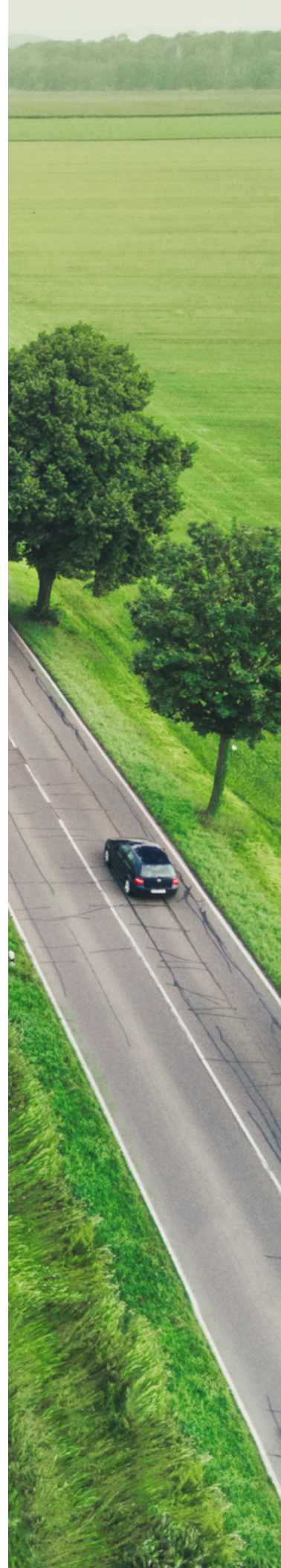
KEY MESSAGE: Emissions reductions must be practical and responsive to consumer needs.

6 Ensure Clarity and Consultation on Mobility Pricing

THE ISSUE: The potential for road-use charges in Metro Vancouver could add costs for families, tradespeople, shift workers and residents with limited transit alternatives.

NCDA'S ASK: Consult fully before contemplating any charge; explain who pays, where it applies, how revenues are used and whether it replaces existing taxes.

KEY MESSAGE: Transparency and affordability must come first.



Luxury Vehicle Tax

In today's vehicle market, the cost of an average mini van, SUV or pickup can be \$66,000. Yet the province's luxury vehicle tax begins at \$55,000.

It's time to modernize this outdated threshold so ordinary family vehicles aren't treated as luxury purchases. We're asking provincial candidates to support a fairer approach that reflects today's vehicle market.

Automotive Trades

B.C.'s automotive industry offers rewarding, skilled, family-supporting careers in communities across the province. But dealerships need more qualified automotive technicians, and rapidly changing vehicle technologies are creating demand for new skills.

We're encouraging provincial candidates to commit to expanding automotive trades training, apprenticeships and EV technician programs. Investing in people strengthens local businesses and communities.

EV Charging

A successful transition to electric vehicles requires more than setting sales targets. It requires dependable charging infrastructure that gives consumers confidence wherever they travel.

With more than 220,000 EVs already on B.C. roads, we're asking provincial candidates to prioritize reliable fast-charging infrastructure, including in rural and northern communities and along major highways. The transition needs to work for all British Columbians.



ZEV Policy and Consumer Choice

Reducing vehicle emissions is an important goal. But getting there requires practical policies that recognize affordability, consumer demand and available infrastructure.

We're encouraging B.C.'s next government to align its zero-emission vehicle policies with the more flexible, emissions-based approach announced federally. Consumers need choice, affordable options and confidence in the transition.

Mobility Pricing (if applicable)

British Columbians already face significant transportation costs.

Before considering any new mobility pricing or road-use charges in Metro Vancouver, the next provincial government needs to be clear about who would pay, how much it would cost and whether it would replace existing taxes or simply add another expense. For families, tradespeople, shift workers and others who depend on their vehicles, affordability matters. Transparency and meaningful consultation must come first.

PST Expansion

Local businesses need certainty, not additional costs. The proposed expansion of B.C.'s Provincial Sales Tax to professional and other business services—including security services—has been paused.

We're encouraging all provincial parties to commit to making that pause permanent. Keeping business costs manageable supports investment, local jobs and the customers we serve.

Affordability

As British Columbians prepare to vote on October 24, we're encouraging all provincial candidates to recognize the importance of transportation affordability.

B.C.'s new car dealers support approximately 30,000 jobs and serve communities throughout the province. We need practical action on vehicle taxes, automotive training, charging infrastructure, consumer choice and the cost of getting around. These aren't just automotive industry issues. They matter to families, workers and businesses across B.C.



To Local Candidates

Dear (candidate),

As a local new car dealer and employer in (community), I am writing to encourage you to consider several important issues facing our industry, our employees and the customers we serve.

Our dealership employs (number) people and has been part of this community for (number) years. Like dealerships throughout British Columbia, we contribute to the local economy while helping residents and businesses meet their transportation needs.

With the provincial election approaching, we believe transportation affordability deserves greater attention. The NCDA has identified six priorities for the next provincial government:

1. Modernize B.C.'s luxury vehicle tax
2. Expand automotive trades and EV training
3. Accelerate reliable fast-charging infrastructure
4. Make the PST expansion pause permanent
5. Align B.C.'s ZEV policy with the federal approach
6. Ensure clarity and consultation on mobility pricing (if applicable)

These issues affect more than dealerships. They influence vehicle affordability, consumer choice, employment, business competitiveness and the ability of British Columbians to get where they need to go.

For many families, workers and businesses, vehicle ownership is a necessity rather than a luxury. I would welcome the opportunity to hear your position on these priorities and discuss how the next provincial government can support a strong, competitive automotive sector.

Thank you for your consideration, and best wishes during the remainder of the campaign.

Sincerely,

(name)

(title)

(dealership/community)



To the Editor

Transportation Affordability Deserves Attention in B.C.'s Election

As British Columbians prepare to vote on October 24, affordability remains a central concern. Yet one significant household expense deserves more attention: transportation.

For many people in our community, owning a vehicle isn't optional. It's how they get to work, take their children to school, attend appointments and support local businesses.

As a local new car dealer, I see firsthand how rising vehicle costs affect consumers. The average new vehicle now costs approximately \$66,000, yet B.C.'s luxury vehicle tax begins at \$55,000. A tax intended for luxury purchases is increasingly affecting ordinary family vehicles.

Other policies also matter. B.C. needs more automotive technicians, dependable EV charging infrastructure and an approach to reducing vehicle emissions that recognizes affordability, consumer demand and the realities of communities across the province.

There are also legitimate questions about the potential introduction of mobility pricing or additional road-use charges. Before considering new costs for motorists, the next government should be clear about what is proposed and consult those who would be affected.

Our industry supports thousands of family-supporting jobs across B.C. and plays an important role in local economies.

As candidates seek our votes, I hope they will recognize that transportation affordability is an important part of the broader affordability conversation. Whoever forms the next provincial government should work with consumers, businesses and communities to develop a practical transportation affordability strategy.

(name)

(title)

(dealership/community)

