

[Zenn](#) has announced that it will now focus on marketing its highway-capable drive system to the big car manufacturers. It will not be developing and manufacturing a highway capable electric vehicle as previously announced. See [ZENN MOTOR COMPANY UPDATES BUSINESS STRATEGY](#) for the full press release.

Although this is a great loss for Canada, I do understand their shift. The large oil industry dependent car manufacturers have been losing money and have received billions from the Canadian government. Zenn has also been losing money and has received nothing, zip, zero, from their government as bailout money.

After receiving billions, the large car manufacturers then received another recent windfall from the Ontario government in the form of consumer rebates. Zenn, an Ontario-based company, nothing. If you buy Zenn, don't expect a rebate.

Zenn knows where the money is...lining the pockets of the big three.

I have heard the arguments.

1. Zenn only goes 40km/hour. Truth be told: it is capable of going a lot faster but had it's speed capped by the government.

2. Zenn is too expensive. First off, price one for yourself - and do a price comparison with another efficient car - before you speak up. Then imagine how much they would cost with a few billion from government and consumer rebates.

3.Zenn was too slow to get government approval. It was the goverment that was too slow on approval. They only bent after the [CBC did a story](#) and public outcry followed.

Who killed the Canadian electric car?

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4. Nobody wants to drive an electric car. Tell that to the thousands of people on [Telsa](#)'s waiting list who have already put down a deposit.

It seems that Canadian small business and innovation is being held back by its own government. We need the Canadian government to take a long-term view economically and environmentally.

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