



Media Release

Free Electric Vehicle Test Drives Coming to Muskoka June 18–July 26

Plug'n Drive's Mobile EV Education Trailer offers hands-on EV education at the Muskoka Lumber Community Centre

Bracebridge, ON – June 11, 2026 – Residents and visitors in the Muskoka region will have the opportunity to get behind the wheel of an electric vehicle (EV) when Plug'n Drive brings its Mobile EV Education Trailer (MEET) to Bracebridge from June 18 to July 26, 2026.

As part of Plug'n Drive's 2026 **EVs are for EVeryone Cross-Canada Tour**, MEET Muskoka is designed to make EV education accessible in communities across Canada. The Tour is partially funded by Natural Resources Canada and championed by RBC, with local support from Lakeland EV Charging and the Town of Bracebridge.

MEET Muskoka (locally referred to as the Muskoka EV Tour) is located at the Muskoka Lumber Community Centre and will offer free EV test drives and education every Thursday through Sunday. Visitors can experience electric vehicles firsthand, compare models, and get answers in a sales-free environment—while learning about charging, range, performance, costs, incentives, and the benefits of driving electric.

“MEET Muskoka is an opportunity to bring EV education directly to residents and visitors in a region where geography, seasonal tourism, and cottage country travel differ from larger urban centres,” **said Cara Clairman, President and CEO of Plug'n Drive.** “Our EV Ambassadors are there to provide clear, unbiased information about range, charging, costs, and vehicle options so people can better understand how electric vehicles perform in real-world conditions.”

MEET Muskoka Details

- **Dates:** June 18 – July 26, 2026
- **Hours:** Thursdays through Sundays, 10:00 am – 5:00 pm
- **Location:** Muskoka Lumber Community Centre, 56 Salmon Ave., Bracebridge, ON P1L 1C1 | [Map to MEET Muskoka at The Muskoka Lumber Community Centre](#)

What to Expect

Visitors to MEET Muskoka can:

- Test drive a range of electric vehicles in a relaxed, sales-free environment
- Learn about charging, costs, and incentives through interactive displays
- Speak with EV experts to get unbiased answers to their questions
- Compare models to find what fits their lifestyle

Vehicles available for test drives (subject to change):

- 2026 Chevrolet Bolt
- 2026 Chevrolet Silverado EV
- 2026 Hyundai IONIQ 9
- 2024 Mitsubishi Outlander PHEV
- 2026 Nissan LEAF
- 2026 Toyota bZ
- 2026 Toyota Prius PHEV
- 2026 Volvo EX30

Win 250,000 RBC Avion Points

Enter for a chance to Win 250,000 RBC Avion Points

When you visit a MEET event and test drive an electric vehicle, you can enter the **EVs are for Everyone Tour Contest**, presented by RBC, our National Champion Sponsor.

Two lucky winners—one from Eastern Canada and one from Western Canada—will each receive **250,000 Avion points**, enough to redeem for an electric scooter and more.

How to Enter:

Visit a MEET event and scan the contest QR code to enter, or enter by visiting the [western](#) or [eastern](#) contest pages.

No purchase necessary. One entry per person. Open to all MEET visitors.

Visit the Tour. Drive electric. You could win big!

“RBC is proud to support the EVs are for EVeryone Tour as it brings practical EV education to communities across Canada,” said **France Thibeault, Regional Vice President, Muskoka North**. “MEET Muskoka gives residents and visitors the opportunity to experience electric vehicles firsthand, ask questions, and gain information that can help them make more informed decisions around EVs.”

How to Participate in MEET Muskoka

- **Book ahead:** Reserve a test drive online using the [MEET Muskoka booking tool](#).
- **Walk-ins welcome:** Drop by during event hours.

Driver requirements:

- Must be 21+ with a full, unrestricted driver’s license
- Prefer not to drive? An EV Ambassador can drive for you
- Passengers aged 8+ welcome with a parent or guardian

Local Partners Supporting MEET Muskoka

The Muskoka EV Tour is presented locally by [Lakeland EV Charging](#), part of Lakeland Solutions, whose leadership in energy innovation and EV charging infrastructure is helping to support EV adoption across the region.

“Lakeland EV Charging is proud to be the Presenting Sponsor of the Muskoka EV Tour and support more opportunities for residents and visitors to learn about electric vehicles and about our reliable public charging network in Muskoka and across Central Ontario,” said **Peter Ewald, Director, Lakeland Solutions**. “As EV adoption and charging infrastructure continue to grow, events like this help connect people with unbiased information, local charging knowledge, and first-hand EV experiences.”

The Town of Bracebridge is the Local Site Host for MEET Muskoka at the Muskoka Lumber Community Centre.

"Environmental responsibility is a key priority for the Town of Bracebridge, and initiatives like MEET Muskoka help turn that commitment into action. By giving residents access to reliable information and firsthand experiences with electric vehicles, we can support informed decision-making, encourage sustainable transportation options, and continue working toward a greener, more resilient community," **said Rick Maloney, Mayor, Town of Bracebridge.**

Local EV Roadshows

In the period that MEET Muskoka will be in Bracebridge, EV Roadshows will branch out from the MEET to communities across the Muskoka region. EV Roadshow stops in the works include Huntsville, Bracebridge, and Parry Sound, with more details to follow. Check the [MEET Muskoka](#) webpage for updates.

EV Roadshow: Huntsville at River Mill Park

Saturday, June 27 @ 10:00 am – 3:00 pm
Sunday, June 28 @ 10:00 am – 2:00 pm (Farmer's Market)
River Mill Park
10 King St, Huntsville, ON P1H2A6, Canada

EV Roadshow: Parry Sound - Georgian Bay Biosphere Event

Sunday, July 12 @ 10:00 am – 2:00 pm
Charles W. Stockey Centre
2 Bay St, Parry Sound, ON P2A1S4, Canada

Booth: Muskoka Arts & Crafts Summer Show

Sign up for test drives at the MEET.
Friday, July 17 @ 11:00 am – 5:00 pm
Saturday, July 18 @ 10:00 am – 5:00 pm
Sunday, July 19 @ 10:00 am – 4:00 pm
Annie Williams Park
50 Santas Village Rd, Bracebridge, ON P1L1C7, Canada

EVs are for EVeryone Tour National and Regional Sponsors

The Tour is made possible through partial funding from Natural Resources Canada and the essential support of sponsors.

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EVs are for Everyone Tour events offer EV test drives, expert consultations, and information on charging, the economic and environmental benefits of EVs, and how to choose the right EV for your needs.

To see where else the *EVs are for Everyone Tour* is heading this season, visit [EVs are for Everyone Cross-Canada Tour](#) to access the full schedule, or explore [Plug'n Drive's events calendar](#).

About Plug'n Drive

Plug'n Drive is a not-for-profit organization accelerating EV adoption in Canada by providing brand-neutral education, hands-on experiences, and strategic insights to consumers, communities, businesses and decision-makers. Our vision is a well-informed Canadian public that understands the environmental and economic benefits of driving electric and is inspired to make the switch.

This year, we are proud to celebrate our 15th anniversary. Since 2011, we have made incredible strides in our mission through a variety of consumer education programs, including the launch of the world's first Electric Vehicle Discovery Centre (EVDC) in Toronto, the Electric Vehicle Roadshow event series as well as the Mobile EV Education Trailer (MEET). We also deliver EV test-drive experiences at major auto shows across Canada, helping thousands of drivers get behind the wheel each year.

Our corporate partnerships include EV auto manufacturers, utilities, EV charger manufacturers, and others. For more information about Plug'n Drive's programs, services, and events, visit plugndrive.ca and [sign up for our newsletter](#). Join our community on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

If you are interested in an interview, please reach out via the contact information below.

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