

Did You Know...

✓ **1 in 7 jobs in Canada depend on our industry**

✓ **Auto represents 12% of manufacturing GDP and over 2% of total GDP**

✓ **Auto represents 24% of Canada's entire goods and services trade surplus**

✓ **Automotive is Canada's largest export sector at over 20% of merchandise exports**

✓ **Auto has proven it can be a magnet for foreign direct investment with over \$40 Billion in investment in the last decade**

**Canada's Auto Industry
Speaking With One Voice**



Association of International
Automobile Manufacturers of Canada
www.aiamc.com



Automotive Parts
Manufacturers' Association
www.apma.ca



Canadian Automobile
Dealers Association
www.cada.ca



Canadian Vehicle
Manufacturers' Association
www.cvma.ca

Representing:
24 vehicle manufacturers and distributors
550 OEM parts manufacturers
3943 new car dealers across Canada

THE AUTO INDUSTRY DRIVING CANADA'S ECONOMY

Auto Days 2004

November 2nd - 3rd

Ottawa

The Automotive Industry is Important To Canada

- ✓ **More than 500,000 Canadians rely on Canada's Auto Industry for their livelihood**
- ✓ **Canada is the 8th largest vehicle manufacturer in the world - producing more than 2.5 million light duty vehicles of which more than 85% are exported to the United States**
- ✓ **Canadians buy 1.6 million vehicles from 24 different manufacturers**
- ✓ **Canada's 3,943 auto dealers are key economic and social contributors in almost every community in Canada**
- ✓ **Canada has 550 OEM auto parts makers with \$34 billion in shipments of which more than 60% are exported**

The Canadian Auto Industry Faces Local and Global Challenges

- ✓ **No new automotive assembly plants in a decade, while 19 new plants have been established elsewhere in North America**
- ✓ **Canada needs a domestic automotive policy that is globally competitive**
- ✓ **The global auto industry can build 11.5 million more vehicles in a year than it sells – which equates to over 40 large assembly plants**
- ✓ **Canadian vehicle sales have stalled even with sales rebates of thousands of dollars**

What the Canadian Auto Industry Needs

- ✓ **A National Automotive Strategy that provides a framework to:**
 - **Recognize the importance of the industry to Canada's economic well-being**
 - **Create appropriate support mechanisms for large scale investment and re-investment**
 - **Develop, then capitalize on those features that make Canada a good place to invest**
 - **Efficient and Effective Border**
 - **Smart, Co-ordinated Regulation**
 - **Improved auto-focused R&D capabilities and incentives**
 - **Skilled human resources to meet the industry's requirements**