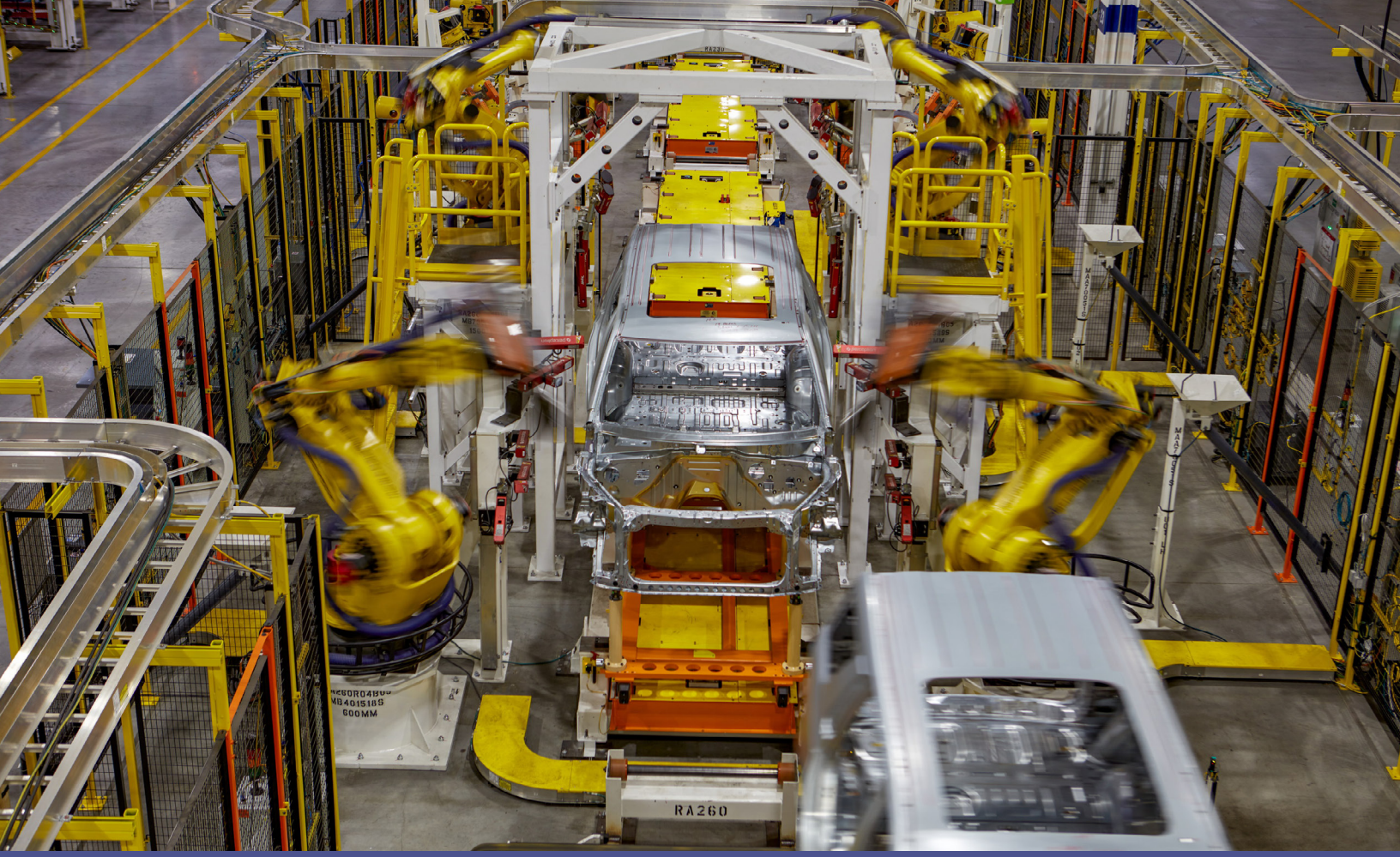
2026

CVMA AT 100

Celebrating Canada's automotive manufacturing industry

100 YEARS 100 ANS

Canadian Vehicle Manufacturers' Association
Association canadienne des constructeurs de véhicules



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INTRODUCTION

For one hundred years, the Canadian Vehicle Manufacturers' Association (CVMA) has stood at the centre of one of Canada's most important industrial success stories. From the earliest days of mass vehicle production to today's investments in advanced manufacturing and vehicle electrification, Canada's automotive industry has been a driver of economic growth, innovation, and high-quality, high-paying jobs.

The CVMA was created to give voice to an industry that designs, engineers, and builds vehicles for the Canadian and global markets alike. Over the past century, its members have helped transform Canada into one of the world's leading automotive manufacturing nations, supporting hundreds of thousands of jobs across assembly plants, parts suppliers, logistics networks, dealerships, and local communities.

The CVMA members, Ford Motor Company of Canada, Limited, General Motors of Canada Company, and Stellantis (FCA Canada Inc.), have assembled over 100 million vehicles in Canada since 1945 (the earliest records available). Simply put, there would be no auto industry and the associated multi-layered supply chain in Canada today without these companies' investments into communities across the country.

Chronology of Key Milestones

- **Founding Era (1900s–1920s):** Large-scale production began in 1904 with the Ford Motor Company of Canada in Walkersville. By the 1920s, Canada was the world's second-largest vehicle producer.
- **Mid-century: The Auto Pact (1965):** The Association played a vital role in the establishment of the Auto Pact, a landmark agreement between Canada and the U.S. that integrated the North American market, requiring a 1:1 production-to-sales ratio in Canada.
- **Modern Integration (2000s)**: CVMA ensured positive outcomes for the auto industry under North American Free Trade Agreement (NAFTA) and then Canada-United States-Mexico Agreement (CUSMA), along with North American regulatory alignment to support an integrated North American supply chain. More recently, the CVMA lead the industry response to the Inflation Reduction Act and U.S. Section 232 tariffs to protect the manufacturing footprint and keep Canada competitive.

This report marks the CVMA's centennial by celebrating the people, companies, and communities that have shaped Canada's automotive industry. It reflects on key moments in our shared Canadian history, highlights the industry's enduring contributions to Canada's economy and society, and looks ahead to a future defined by innovation, investment, and global competitiveness.

The Canadian Vehicle Manufacturers' Association at 100 years

The CVMA was founded in 1926. Incorporated as the Canadian Auto Manufacturers and Exporters, the association has undergone several name changes since then: in 1931, to the Canadian Automobile Chamber of Commerce, in 1964 to the Motor Vehicle Manufacturers' Association, and finally in 1996 to the Canadian Vehicle Manufacturers' Association.

It was founded at a time when Canada's automotive industry was rapidly transitioning from small-scale assembly to large, integrated manufacturing operations. By the mid-1920s, Canada had emerged as one of the world's leading producers of light duty and heavy vehicles, driven by early investment from Ford of Canada, General Motors of Canada, and Chrysler (Stellantis today). Automakers faced a growing need to coordinate on issues such as tariffs, trade policy, labour standards, taxation, and infrastructure, particularly as the industry became increasingly export-oriented under the British Commonwealth preference system.

As the industry became more complex and North American integration increased, the CVMA's mandate expanded to cover a much broader range of issues facing the sector necessitating engagement with all levels of government in Canada and internationally.

The Canadian Vehicle Manufacturers' Association at 100 years

CVMA TIMELINE: 100 YEARS OF CANADIAN AUTO MANUFACTURING

Over the following decades, the CVMA significantly contributed to transitional events as Canada emerged as a top-tier automotive manufacturing jurisdiction.

1904
Ford of Canada founded

Birth of large-scale vehicle manufacturing in Canada

1918
General Motors of Canada incorporated

Canada emerges as North American production hub

1925
Chrysler establishes Canadian operations

Completes the "Big Three" footprint

1926
CVMA founded (Canadian Auto Manufacturers and Exporters)

Responding to the need to have a unified national voice for vehicle manufacturers

1930s
Great Depression

Industry coordination during economic crisis

1940-1945
Wartime production

Auto plants support Allied manufacturing

1965
Auto Pact signed

Integrated Canada–U.S. auto manufacturing, creating tens of thousands of jobs on both sides of border

1989
Canada–U.S. Free Trade Agreement

Continental supply chains expand

1994
North American Free Trade Agreement (NAFTA) implemented

North American auto industry deepens integration

1999
Peak auto production

3.1 million vehicles assembled in Canada

2020
Canada-United States-Mexico Agreement (CUSMA) enters into force

New trade rules for vehicles and parts; continued recognition of the highly integrated nature of the auto industry

2020-2021
Worldwide pandemic

Automakers pivot to manufacture PPE (Personal Protective Equipment) to support the pandemic response

2020-2024
Major Electric Vehicle (EV) & battery investments announced

Canada secures $46 bn global investments, the majority dedicated to EV assembly and battery manufacturing

2024
EV production ramps up in Canada

New electric vehicle and battery plants come online

2026
CVMA marks 100 years

Supporting Canada's auto industry through a century of change

KEY ACCOMPLISHMENTS

Throughout its evolution, the CVMA has expanded its mandate and functions in response to the needs of its membership and the multitude of issues impacting the overall wellbeing of the automotive manufacturing industry in Canada. The CVMA has a track record of working collaboratively with government to present industry consensus positions on a myriad of issues.

The following is illustrative of the association's more notable accomplishments:

International Trade

- Instrumental in the establishment of the 1965 Auto Pact.
- Shaped the establishment of the Voluntary Export Restraints (VERs) imposed on Japanese auto makers intended to encourage greater Japanese car company investment in Canada.
- Informed Canada's response to the Japanese challenge of the Auto Pact at the World Trade Organization (WTO).
- Ongoing input and influence in Canada's negotiation of bi-lateral and multi-lateral free trade agreements.
- Sought the removal of non-tariff barriers to trade at the World Trade Organization Global Automotive Industry Dialogue as a key member.

Bank Act and Vehicle Leasing

- In coordination with the Canadian Automobile Dealers Association (CADA) and vehicle importers, defended against amendments to the Bank Act that would allow banks into vehicle leasing to the detriment of consumers.

Customs and Border Infrastructure

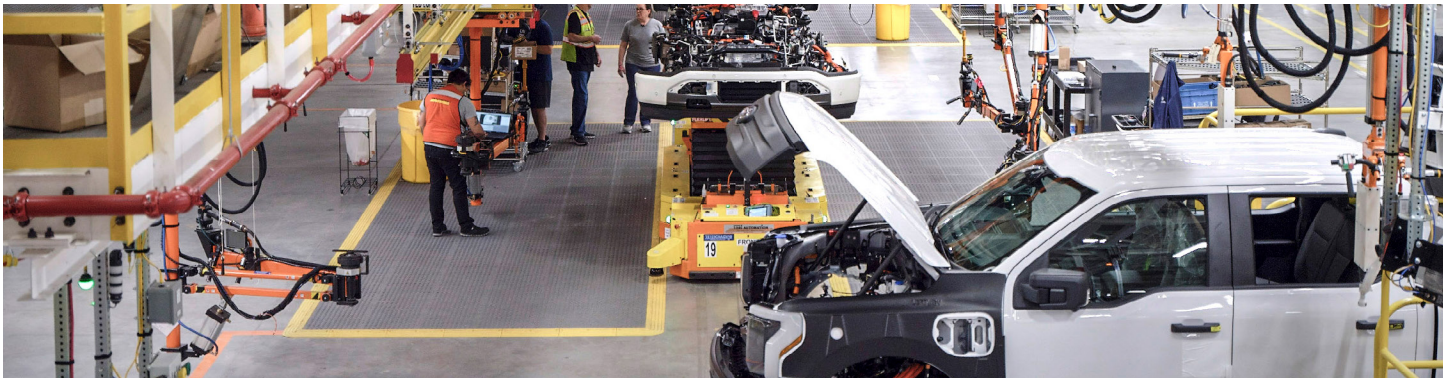
- Post 9/11 CVMA played a pivotal role in the re-opening of the Canada-U.S. border to commercial trade.
- The CVMA contributed to the development of draft security protocols at the border ensuring that the NEXUS and FAST trusted trader programs would remain operational under all security conditions.
- The CVMA was a lead private sector organization in the consultative process for the location and completion of the new Detroit/Windsor international crossing.

Dealer - Manufacturer Relations

- National Dealer Arbitration Program (NADAP): This successful alternative dispute resolution program was created by the CVMA as a means of effectively and efficiently resolving disputes between vehicle manufacturers and their respective dealers. The rules developed were the result of an extensive four-year negotiation between representatives of the Canadian Automotive Dealers Association (CADA) and the vehicle manufacturers.
- Ontario Motor Vehicle Dealers Act (MVDA): The CVMA led an industry wide effort that included the finance and leasing industry and dealers to address and avoid the negative consequences associated with the implementation of the Ontario MVDA regulation that regulates the activities of auto dealers in the province.

Consumer Protection

- Provincial Advertising: CVMA led industry development of the National Auto Advertising Guideline governing the portrayal of unsafe driving practices in advertising. An agreement (MOU) was signed between the auto industry and all the provinces, thereby avoiding unique and unworkable advertising regulations.
- Vehicle repair: The CVMA and Global Automakers of Canada (GAC) established the voluntary Canadian Automotive Service and Information Standards (CASIS) Agreement to provide a framework for the auto manufacturers to share service and repair information with the automotive aftermarket industry on a level equivalent to information available to authorized dealerships.
- Canadian Motor Vehicle Arbitration Program (CAMVAP): CVMA was instrumental in the development and implementation of this voluntary program to resolve disputes between a vehicle manufacturer and the consumer regarding alleged vehicle defects and warranty interpretations.



Environment and Environmental Leadership

- The CVMA was successful at coordinating auto industry efforts to convince the federal government to ban a detrimental manganese based fuel additive.
- Greenhouse Gas Emissions Memorandum of Understanding: CVMA successfully negotiated a memorandum of understanding between the government of Canada and the Canadian automotive industry respecting automobile greenhouse gas emissions.

Regulatory Harmonization

- Security and Prosperity Partnership/Regulatory Harmonization: The governments of Canada, Mexico, and the U.S. announced the Security and Prosperity Partnership (SPP). The announcement contained several themes and policy initiatives that were recommended by the CVMA.
- Perimeter Security & Economic Competitiveness Action Plan 2011: As the auto industry lead, CVMA's detailed submissions to the actions plans on Regulatory Cooperation and the Beyond the Border Working Group were reflected in the final plan.
- Canadian-U.S. harmonization of vehicle emission standards (greenhouse gases and criteria air contaminants for light and heavy- duty vehicles.
- Working constructively with Transport Canada regulators, CVMA significantly progressed the desired harmonization of existing vehicle safety standards in Canada with the equivalent standards in the U.S.

Voluntary Agreements, MOUs and Activities

- The CVMA has coordinated and assisted the development of twelve important vehicle safety related voluntary agreements, Memoranda of Understanding (MOU) and related activities, all of which were aimed at providing Canadians with the most advance vehicle safety technologies in a timely manner. The Association has also delivered MOUs on environmental issues.

A SHORT HISTORY OF CANADA'S AUTOMOTIVE INDUSTRY

By Dimitry Anastakis

Professor and L.R. Wilson/R.J. Currie Chair in Canadian Business History, University of Toronto

From its very beginnings more than a century ago, the story of this country's automotive industry is one of determination, adaptation, and resilience. The history of the Canadian auto sector shows how automotive entrepreneurs, firms, and governments have adjusted to sometimes difficult and often quickly changing circumstances to build an industry which is an essential economic cornerstone of a prosperous and modern Canada, in the past, present, and future.

Since the appearance of the first "horseless carriages" Canadians have been determined to make mobility easier in a country that is defined by its immense geography. From the era between 1867, which marked Canadian Confederation and the year when Québec's Seth Taylor built one of the first working steam-powered cars to the early 1900s, Canadians were part of the great worldwide effort to make cars accessible for ordinary people. Canadian innovators from Halifax to Vancouver built steam, gasoline, and electric powered conveyances. In Québec, George Foss and Henri-Emile Bourassa notably built gasoline powered cars that were able to propel their makers over short distances. Yet most of these efforts were intended to build a single car, not yet to sell cars commercially.

In 1904, that changed with the establishment of the Ford Motor Company of Canada by thirty-one-year-old Gordon S. McGregor. McGregor, whose family owned a wagon-making business in Walkerville, Ontario, realized that the horseless carriage was not a mere fad, but the future of transportation. Seeking a partner and a product to build and sell in Canada, McGregor took a determined chance and struck a deal with Henry Ford, one of many entrepreneurs who had made Detroit, just across the river from Windsor, into a hotbed of the early American industry.

Ford Canada Employees, 1907.

McGregor's partnership with Ford illustrated many of the dynamics faced by the emerging Canadian sector. Then, as now, Canada's proximity to the United States proved both a challenge and a benefit. While McGregor gained access to Ford's know-how, because of tariff walls on both sides of the Canada-U.S. border, Henry found it useful to expand his manufacturing facilities through a branch-plant operation, allowing him to sell in Canada and to other British markets through his Canadian subsidiary and preferential tariff rates. Meanwhile, dozens of Canadian startups failed as Canada's small market, technological demands, capital needs, and complex production processes proved tremendously difficult to overcome (in the U.S., nearly 500 firms started up between 1900 and 1908; few survived).

But over the next four years, the Ford operations on both sides of the border managed to do reasonably well, and spectacularly so after the Model T was introduced in 1908. That year, Ford's Windsor operation built less than 1,000 Model T's, but shipped 6,000 two years later, and production grew exponentially thereafter. With the development of the moving assembly line and other Fordist practices, in 1917 Ford of Canada produced 50,000 vehicles. Over the next ten years, the company built nearly half a million cars, exporting them to Commonwealth countries where Ford of Canada also established its own branch plant operations. In 1926, a year before Model T production ceased in Canada, the company produced an astonishing 100,000 vehicles. In the U.S., production had peaked at a spectacular two million in 1923. As an inexpensive, mass-market vehicle, the Model T revolutionized manufacturing and transformed mobility. Henry Ford's decision to pay his workers well with a four dollar per day wage in Canada, reshaped not only Canada's economy, but all of society.

Gordon McGregor, third from left, standing with Henry Ford, third from right, 1920.

The massive new Ford Canada building in "Ford City," 1922.

It seemed that Ford and McGregor, had found a solid formula for success building cars for average people in a way that reflected the high-tariff policies of the era and Canada's connections to the world. As its first foreign venture, Canada gained significant benefits from Ford's industrial revolution. With an emphasis on production for Canada, and the Commonwealth, Windsor quickly became a magnet for other automakers, both Canadian and American. Firms such as The Canadian Commercial Motor Car Company, Dominion Motors, Maxwell-Chalmers, and Studebaker all converged on the strategically located border town. In 1925, legendary automotive entrepreneur, Walter Chrysler took over the old Maxwell-Chalmers operations in Windsor. By 1929 the success of his cars had led the opening of a 70-acre facility, employing thousands of Canadians. Chrysler, like Ford, remained a cornerstone of the Canadian auto industry in Windsor for decades to come.

Oshawa was another Canadian town reshaped by the automobile revolution. Founded in 1869, the McLaughlin Carriage Company was the largest firm of its kind in the country. Like Gordon McGregor, young Sam McLaughlin was enthusiastic about the prospects of the automobile. In 1907, he persuaded his father's firm to branch out into the production of cars. The company's early success was built around a licensing agreement with American firm Buick, which in 1908 supplied engines to McLaughlin's production facility. This plan showed some initial success, with the company selling over one thousand vehicles by 1914. Within a few years, however, McLaughlin realized that keeping pace with the latest auto innovations was very difficult and costly, especially given the size of his firm and the Canadian market. He decided to sell the family firm to his friend Billy Durant, the mercurial founder of General Motors. In 1918, McLaughlin Motor became General Motors of Canada and soon enough Oshawa vied with Windsor as Canada's automotive capital.

By the 1920s, Canadians had become the world's second-leading consumers and producers of motor vehicles, even as the last Canadian-owned firm, Gray-Dort Motors (which largely used American

The Model T, it seemed, really could travel anywhere. A 1921 2-door model.

technology, too), closed its Chatham, Ontario, factory doors in 1925. Nonetheless, even as the industry consolidated into a Big Three of GM, Ford, and Chrysler with a few smaller firms, the Canadian sector continued to adapt to the economic and tariff realities it faced, and to meet the challenge providing Canadians with inexpensive and dependable mobility. By the end of the "roaring twenties", the sector was annually producing over 200,000 vehicles a year, many of which were destined for offshore markets, as tariffs continued to shape the contours of the industry in North America.

The onset of the Great Depression, which saw the demise of many smaller firms, further consolidation, and significant dislocation in the industry, marked another period of dramatic change. As car sales plummeted and unemployment spiked, the Big Three continued to manufacture vehicles for Canadians. At this time, circumstances enabled unionization of the workplace to take hold. The arrival of the United Auto Workers (UAW) at GM in 1937 reflected not only

Chrysler's Canadian assembly plant, Windsor, 1924.

the severity of the downturn, but the centrality of auto manufacturing to the Canadian economy. As history denotes, the UAW subsequently became Canada's largest and most powerful union.

If the Great Depression was a profound challenge, the Second World War was a different kind of test. By September of 1940, Canada stood alone with Great Britain against Nazi Germany and its onslaught. During the First World War, the Canadian sector had mostly continued with consumer production, though with notable exceptions. Toronto-based Russell Motor Car, one of the more successful Canadian-owned firms, switched from vehicles to artillery shells for the Canadian military; Ford of Canada exported more than 40,000 Model T's directly to British forces; and Gordon McGregor was noted for his immense wartime fundraising efforts.

This time, Canada's auto industry played a much more pivotal role in defeating the fascist powers. The Canadian Big Three provided leadership for organizing the war effort, including many of the famous "dollar-a-year-men", such as GM's H.J. Carmichael, who became one of Ottawa's key wartime production chiefs. By 1941, Big Three factories were converted from civilian production to Canada's arsenal of democracy; by the end of the war, the Big Three had produced over 800,000 military vehicles, an astounding contribution that provided Canadian, British, and other Commonwealth militaries with the tools necessary to achieve victory. This effort included the production work of over 300,000 women, many of whom took up jobs on assembly lines in Windsor and Oshawa.

Ford of Canada's wartime production, 1945.

Ford Second World War advertisement.

After the Second World War, the sector returned to civilian production, and baby boom-era Canadians fully embraced Detroit's postwar Golden Age of tailfins at a time of great suburbanization. The Big Three companies became Canada's largest industrial enterprises and were among the country's largest employers. Between 1945 and 1970, North Americans built an astounding 150 million vehicles. In Canada, in 1941, there was one car for every ten Canadians; by 1971, there was one car for every three Canadians. In 1956, the Canadian Automobile Association declared that "The modern car is part of the Canadian way of life, with Canadians convinced that owning it is a basic right." By the mid-1950s, nearly 30,000 Canadians were building over 400,000 vehicles a year at Big Three auto manufacturing facilities, mostly in southern Ontario but also in locations across the country.

The growth and success of the Canadian sector in the 1950s was the result of postwar prosperity at home, access to export markets abroad, and a full embrace of automobility as a foundation of North American society. With Big Three ownership of assembly common on both sides of the border, the 1950 Treaty of Detroit between labour and management was also pivotal. In exchange for high wages and job security that effectively created the postwar middle-class, auto workers and the international UAW, with its Canadian Region (which broke off to become the Canadian Auto Workers in 1985, and is now Unifor) refrained from disrupting the postwar capitalist system, which had, at its heart, the auto sector.

By the 1960s, however, the Canadian sector faced many new challenges. Canada's industry evolved into short production runs oriented towards a small domestic market, a coincidental decline of export markets, ongoing advancements in the development of technology such as automatic transmissions, and a growing auto trade deficit with the U.S. Vehicles and parts not built in Canada did not face tariffs. Canadians were keen to purchase many of the brands and trim-levels not manufactured in Canada. There was an ever increasing need to adapt to changing auto manufacturing and persistent trade realities.

In response, the Canadian government engaged an innovative duty-remission scheme designed to stimulate both increased manufacturing and greater exports to the U.S. Meant to increase two-way trade and reduce tariffs, the measures threatened to spark a trade war with the U.S., as some segments of the American sector complained to Washington about the policy.

At a time when countries such as Mexico and Brazil were enacting economically nationalistic, high-content requirements for foreign-owned auto production, the Big Three worried that if the conflict was not resolved, Canada would follow a similar

path, one that would be costly for consumers and the companies.

Instead, a determined Canadian auto industry and an activist government in Ottawa developed a pathbreaking solution that offered benefits to the sector, on both sides of the border. As an alternative to tariffs and restricted trade, they proposed the continentalization of the North American sector. In return for guaranteeing continued production in Canada, cross-border tariffs would be removed, allowing Detroit to rationalize its production on a continent-wide scale. As Henry Ford II later remarked, "My country had the good sense to recognize that it could help itself by helping Canada to solve its automotive trade problems, and together the two governments worked out the terms of the agreement."

In 1965, Canadian Prime Minister Lester Pearson and U.S. President Lyndon Johnson signed the Canada-United States. Automotive Products Trade Agreement, the "Auto Pact". The Big Three had played a pivotal role, and their agreement reflected a sensible, profitable way to maximise the benefits of rationalizing auto production on a continental basis. As President Johnson stated, "Two years ago, it appeared that our two countries might have grave differences in this great field of trade. We faced a choice between the road of stroke and counter stroke and the road of understanding and cooperation. We have taken the road of understanding." The deal was, in Pearson's words, "one of the most important" that Canada had ever reached.

The results of the Auto Pact were astonishing, providing measurable benefits to consumers, workers, and the industry in both countries. With Big Three cars and parts flowing across the border unimpeded by disruptive and costly tariffs, the integrated North American industry grew dramatically. In 1963, prior to the Auto Pact, of the 632,000 vehicles built in Canada, a mere 921 were exported to the U.S. ($4 million) In 1973, the continental realities of the Auto Pact were in full bloom. Canada built 1,589,000 vehicles and exported 1,092,000 ($3 billion) of them to the U.S. Equally significant, U.S. auto exports to Canada grew from

General Motors Ad, 1945.

less than $400 million in 1961 to $11 billion in 1977.

Throughout the 1970s, the U.S. consistently had a trade surplus (and it did again in the 2010s and 20s). Later, when Chrysler faced troubles in the early 1980s, the firm's Canadian facilities in Windsor and Brampton played an outsized role in its turnaround.

The industry was also buffeted simultaneously by regulations around safety, fuel economy, and emissions that forced the Big Three to rethink and redesign the car. All these measures pushed the Big Three, which were already facing stiff competition from foreign automakers, especially Japanese firms, to restructure and adopt new production techniques and methods. By the mid-1980s and well into 1990s, the industry was excelling again.

Building trucks at GM, c.a. 1943.

Chrysler assembly line, Windsor, 1957.

In 1999 Canada produced a historical peak of three million cars, nearly double the number of vehicles that the country consumed. The vast majority of this production was shipped south to the American market, and while the Big Three continued to build many vehicles in Canada, Japanese manufacturers constituted growing portion of production. By the turn of the century, three Japanese plants in Ontario, Honda, Toyota and CAMI (a joint venture between GM and Suzuki), were producing over 600,000 vehicles annually. The Canadian parts sector, which had flourished under the continental Auto Pact, largely continued its success, too, as companies such as Magna, Linamar and Martinrea became leading employers in the industry. In fact, the Canadian-owned parts sector became a visible success story of the Canadian industry, employing thousands of Canadians across the country, and providing billions of dollars in investment, research and development, and head office benefits.

Since 2000, the Canadian sector has undoubtedly experienced incredible volatility, yet it has remained resilient in the face of dramatic changes in the North American and global auto industries. The 1994 North American Free Trade Agreement (NAFTA) integrated Mexico into the continental auto sector, and by the early 2000s Mexican production of both U.S. and foreign-based vehicles grew tremendously. However, the Auto Pact's 2001 demise (ruled illegal by the World Trade Organization) further challenged the Canadian sector and led directly or indirectly to the closure of half-a-dozen Big Three assembly plants in a host of cities, affecting local economies in host cities in Ontario and Québec. Further, the disruptions and economic turmoil of the September 11, 2001, terrorist attacks and the 2008-9 Great Recession pushed the American industry to the brink, ultimately causing the bankruptcy of GM and Chrysler. The firms' subsequent ownership, until 2013, by the United States, Canada, and Ontario governments marked a turning point for the North American sector.

In the 2010s, along with the "new" GM and Chrysler, the North American industry faced a changing attitude toward the automobile, one shaped by the realities of climate change and the dizzying pace of technological change. As part of the U.S. led government bailout, the sector was encouraged to embrace new technologies, and in particular, the progressive electrification of motor vehicles (EVs), primarily in response to climate change concerns.

Following on, governments across Canada encouraged electric vehicle adoption, with the goal of shifting Canadian drivers away from ubiquitous internal combustion engine vehicles. The necessary and evolving recharging infrastructure needs remained a key focus for governments combined with significant taxpayer investment to encourage electric battery or assembly manufacturing facilities in Canada by the Big Three and other foreign manufacturers.

An even greater challenge emerged when Canada's close ties to the U.S. (and the tightly integrated continental auto sector) were deeply disrupted by protectionist U.S. trade policies. For more than a century, from the branch plant era to the Auto Pact and to NAFTA, Canadians and Americans have shared a collective North American car experience which together has built a successful continental auto industry, providing very significant employment and economic benefit on both sides of the Canada-U.S. border. After 2025, that relationship was fundamentally disrupted, putting Canada's—and North America's – entire auto sector at risk, at a crucial moment in the global EV race.

Despite these challenges and changes, Canadians remained committed to their auto industry, and to the automobile. In the early twenty-first century, despite its challenges, the auto sector generated hundreds of billions of dollars in economic activity and trade, and it employed more than 100,000 Canadians directly in parts and assembly, and tens of thousands more indirectly.

Canadians also understood that the automobile remained, the first choice for their personal transportation, and a part of their lives that would remain so for the foreseeable future. While the place of the automobile in society has often been contested, especially in cities, where public transportation, bicycles, and other options provide mobility alternatives not available in rural areas, Canada remains a car nation. In 2025, there were over 26 million registered vehicles in Canada, including over 1 million EVs and hybrids. It was difficult to imagine a world without cars, and Canadians' economic and political connection to the automobile, and its industry, was obvious.

Henry Ford II, "The Deuce", at left, tours his Canadian plant in 1960. The plant's production would to be integrated into that of the U.S. a few years later under the Auto Pact.

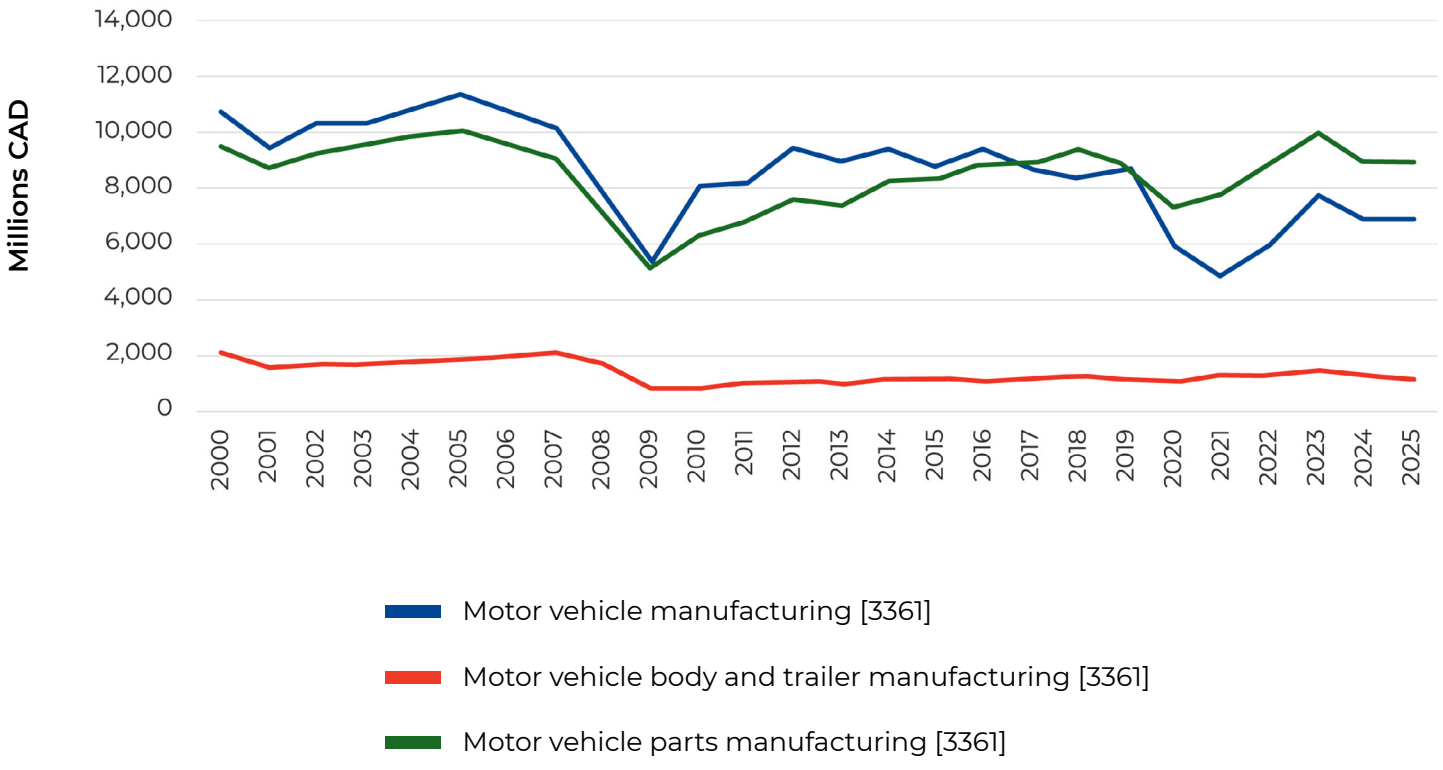
CONTRIBUTIONS OF THE AUTO INDUSTRY TO CANADA

For over 100 years, Ford, General Motors, and Stellantis have been the foundation of Canada's automotive industry. Since 1945 (the earliest records available), the Big Three have built over 100 million vehicles in Canada. Through their vehicle assembly, parts, testing, dealership networks, and R&D facilities they employ over 80,000 Canadians.

Automakers drive the Canadian economy

The auto industry plays a key role in Canada's economy. With a $17.1 billion contribution to the Canadian economy, motor vehicle and motor vehicle parts manufacturing is one of the largest manufacturing sectors.

Automotive Industry Contributions to GDP 2000-2025



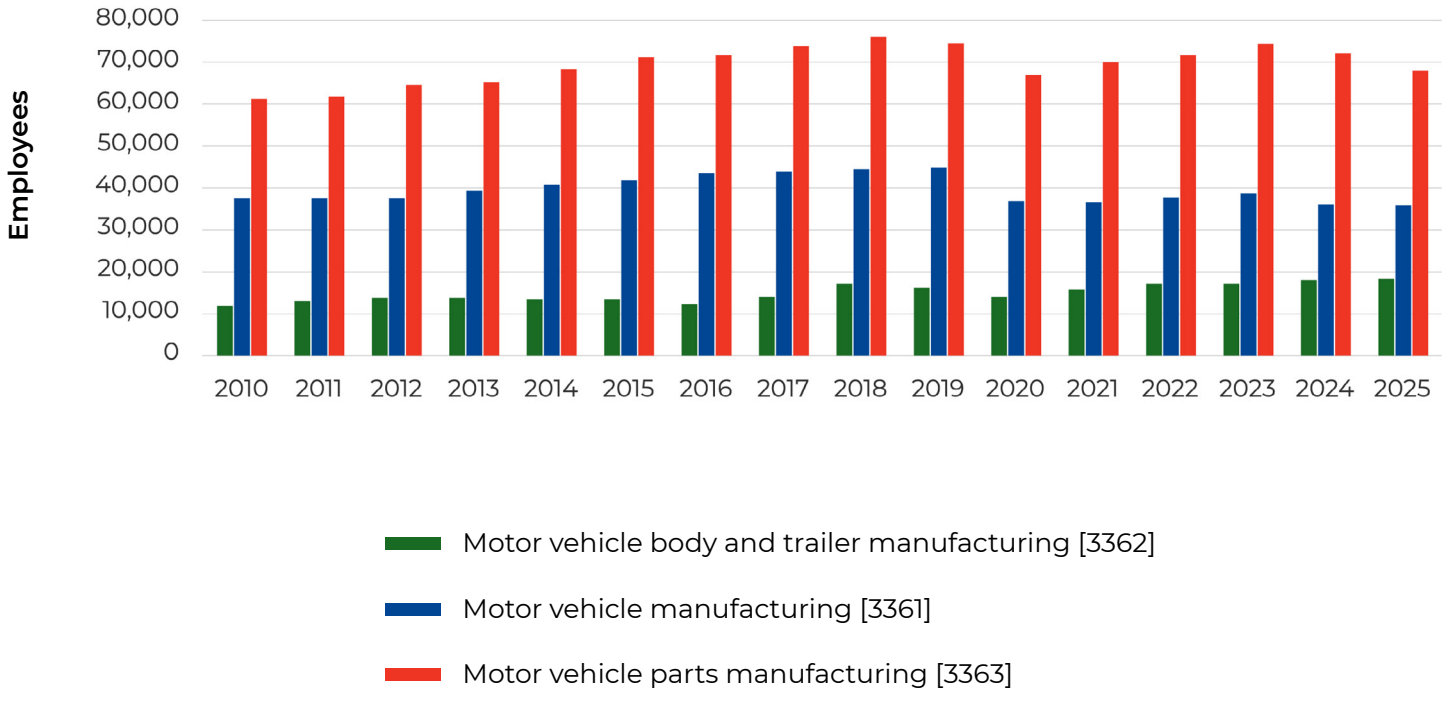
Source: Statistics Canada, 2026

Supporting middle-class jobs

The industry directly employs more than 120,000 people in Canada. An additional 371,400 people are employed in in aftermarket services and dealership networks. CVMA members have the most extensive dealer network in Canada with 1,315 dealerships over 60,000 people in every province.

Over 90 per cent of automotive manufacturing jobs are fulltime high-paying jobs, with hourly wages that exceed provincial and national averages. In 2022, autoworkers contributed $6.1 million, per day, to payroll, sales, income, and property taxes.

Automotive Manufacturing Employment, 2010-2025



Source: Statistics Canada, 2026

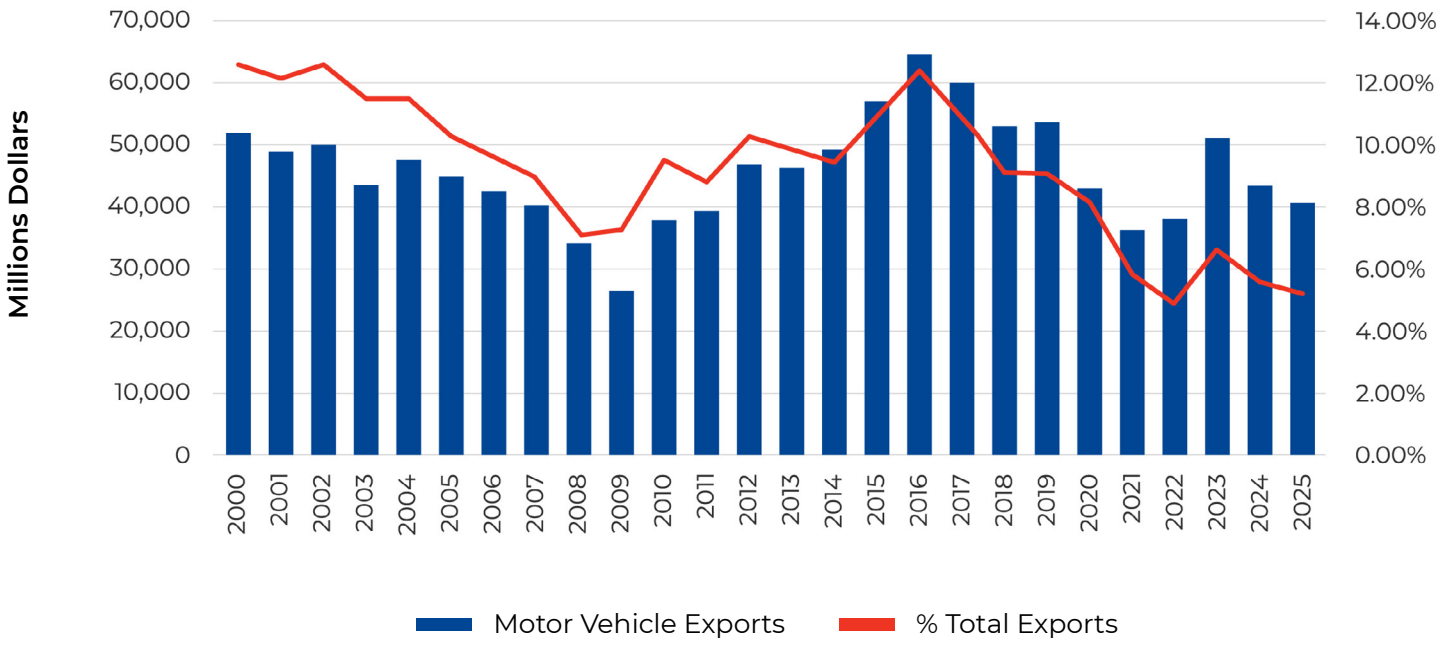
Trade

The auto sector is critically important to Canada's global trade. In 2025, motor vehicles were Canada's third largest goods exports, responsible for $40.7 billion in exports (5.2% of total good exports). After a decline in vehicle exports from the high reached in 2016, exports rebounded and are up 12% over the pandemic low of 2021.

Canada's auto industry has thrived thanks to longstanding integration and alignment with the larger U.S. automotive sector. This integration is underpinned by the Canada-United States-Mexico Agreement (CUSMA). Duty-free treatment under CUSMA (and NAFTA previously) given to originating vehicles and parts has enhanced supply chain integration and incentivized investments in North American production.

As a result of this integration, Canada's top automotive export market is the U.S. In 2025, 90% of Canada's motor vehicle exports (HS 8703) went the to U.S.

Canadian Motor Vehicle Exports (2000 - 2025)



Source: Statistics Canada, 2026

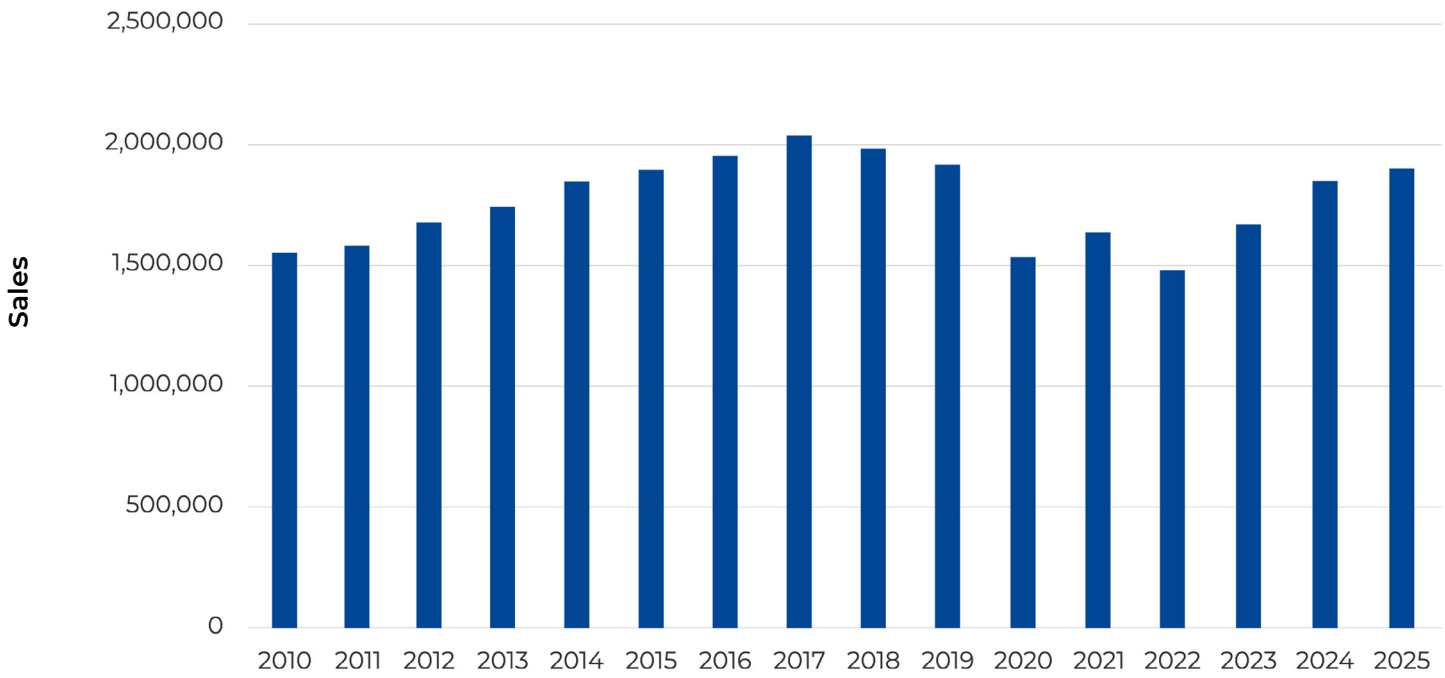
Vehicle sales and production

Light duty motor vehicle sales in Canda were 1,897,075 in 2024, an increase of 10% from 2023. CVMA members are the market leaders in Canada with 4 of the top 6 selling vehicles in 2025.

Canada is also a new vehicle testing ground for some CVMA members for cold-weather purposes, amongst others.

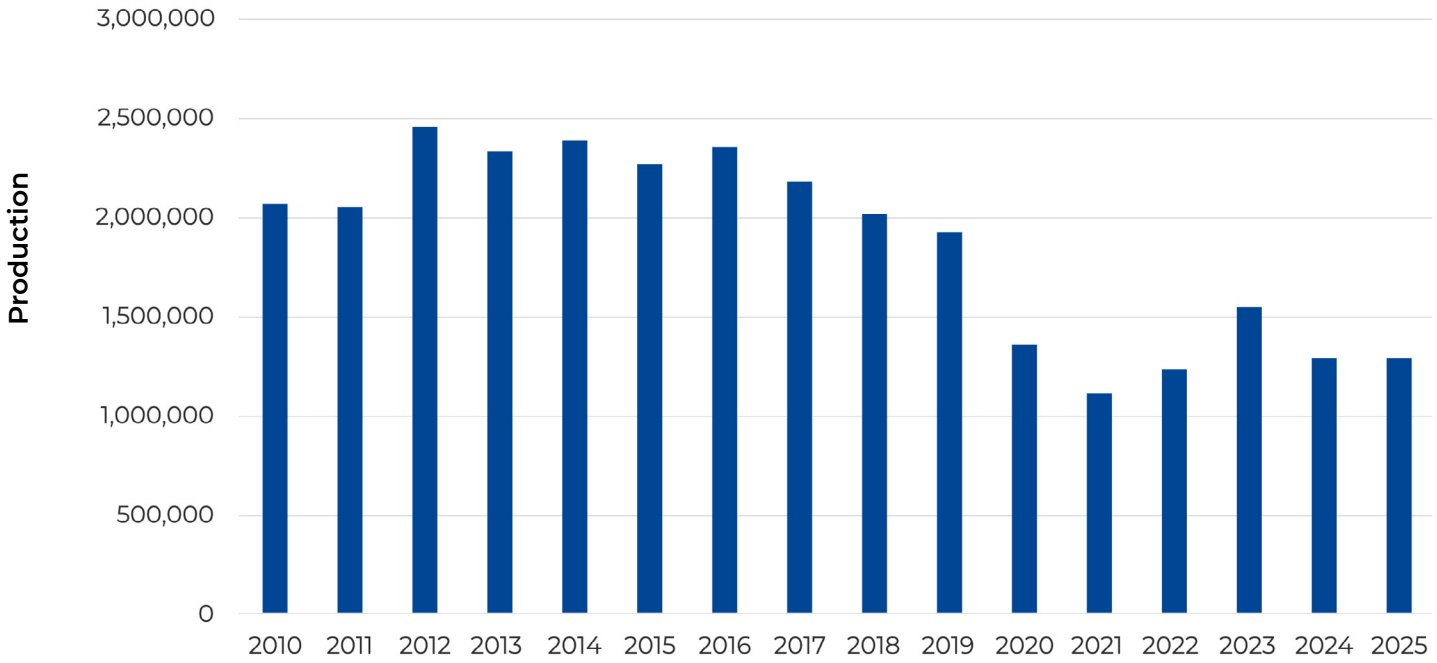
Vehicle production declined to 1.3 million units in 2025 as companies retooled plants. Production has remained below pre-pandemic levels as the industry continues to manage supply chain, tariff challenges, and plant retooling.

Canadian Light Vehicle Sales (2010 - 2025)



Source: DesRosiers

Canadian Light Vehicle Production (2010 - 2025)



CVMA, Automotive News

Looking to the Future

CVMA members are investing billions of dollars in next-generation vehicles, battery plants, and advanced manufacturing facilities, positioning Canada for long-term success.

Transformation to electric

The shift to electrification represents the most significant transformation in the industry's history. CVMA members are leading the transformation to electric in Canada with new investments into vehicle manufacturing and the battery supply chain.

General Motors and Ford ranked first and second, respectively, in EV sales in Canada in 2025. Stellantis is the only manufacturer currently assembling EVs in Canada.

Driving innovation

CVMA members are constantly innovating with investments into electrification, autonomous driving, and connectivity. Ford, GM and Stellantis have made significant investments in Canada in R&D over the past decade. Recent examples include:

- Ford operates three Canadian Connectivity and Innovation Centres in Ottawa, Waterloo, and Oakville. These Connectivity and Innovation Centres have grown to over 500 positions since opening in March 2017, part of a $500 million investment in Ford's Canadian research and development operations. The team's focus on software development and testing across infotainment, in-vehicle modems, and high-speed connectivity, with significant contributions to the development of SYNC 4 and SYNC 4A, debuting on the Ford F-150 and Ford Mustang Mach-E.
- In 2021, GM announced the opening of its new Canadian Technical Centre McLaughlin Advanced Technology Track (CTC MATT) in Oshawa to support engineering development and testing of advanced software and technologies. Including the MATT, GM's CTC today employs more than 1,300 engineers and software developers across four locations in Ontario.
- Opened in May 1996 with a CAD $30 million investment, the Stellantis-funded Automotive Research and Development Centre (ARDC) was the first partnership of its kind in Canada that linked industry and academia. With a total Research and Development spend in Canada now exceeding $1 billion, the ARDC benefits all partners. The facility is equipped with six road-test simulators, proprietary software development and a range of research and development support facilities.
- As part of Stellantis' CAD $3.6 bn investment in Canada, the ARDC will become the first Battery Lab in North America adding more than 650 highly skilled engineering jobs to support growth in electrification. The Battery Lab will be a state-of-the-art technology centre for the development and validation of advanced BEV, PHEV and HEV cells, modules, and battery packs.

A Shared Path Forward

The next century of automotive manufacturing in Canada will depend on collaboration, innovation, and policies that support investment, consumers, and workers.

As the CVMA enters its second century, it remains steadfast and committed to championing an industry that builds vehicles, supports communities, and drives Canada's economic future and providing an objective and balanced industry position or view on our members issues.

Ford, General Motors, and Stellantis:

Driving the Canadian Economy

Ford

Parts Distribution Centre
Casselman, ON

Essex Engine Plant
Essex, ON

Parts Distribution Centre
Leduc, AB

Connectivity and Innovation Centre
Oakville Assembly Complex
Oakville, ON

Connectivity and Innovation Centre
Ottawa, ON

Parts Distribution Centre
Paris, ON

Connectivity and Innovation Centre
Waterloo, ON

Windsor Engine Plant
Windsor, ON

General Motors

Parts Distribution Centre
Edmonton, AB

CAMI Assembly
Ingersoll, ON

Markham Elevation Centre
Markham, ON

Oshawa Assembly
Oshawa Elevation Centre
CTC McLaughlin Advanced Technology Track
Oshawa, ON

Parts Distribution Centre
Pointe-Claire, QC

St. Catharines Propulsion Plant
St. Catharines, ON

Parts Distribution Centre
Woodstock, ON

Stellantis

Brampton Assembly
Business Centre
Parts Distribution Centre
Brampton, ON

Business Centre
Calgary, AB

Etobicoke Casting Plant
Etobicoke, ON

Business Centre
Montreal, QC

Parts Distribution Centre
Red Deer, AB

Windsor Assembly
Automotive Research Development Centre
Battery Technology Centre
Windsor, ON

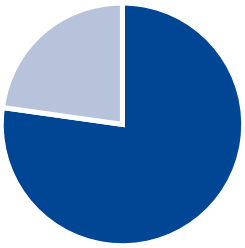
TOTAL: **9** assembly plants | **8** R&D facilities | **8** parts distribution centres

24,000 DIRECT JOBS

60,000+ JOBS AT **1,315 DEALERSHIPS** ACROSS CANADA

INVESTMENT SINCE 2022 : **$ 11.5 BILLION**

Total Canadian Auto Production



- Ford, GM, Stellantis: 100 million
- Other: 23 million

Canadian Vehicle
Manufacturers' Association
Association canadienne
des constructeurs de véhicules