

Ontario Showcases Auto Strengths in Japan*Auto Advisor Bringing Industry Insight to Strategic Investment Pitches*

November 4, 2015 1:00 P.M.

Brad Duguid, Minister of Economic Development, Employment and Infrastructure is on a business mission to Japan, meeting with auto executives to advocate for new investments in Ontario's auto industry. He recently had productive meetings with assembly companies Toyota and Hino, and parts companies Toyoda Gosei and Toyota Boshoku, with more meetings scheduled.

Ontario is among the top automotive jurisdictions in North America, with Japanese automakers accounting for about 40 per cent of the province's total vehicle production in 2014. With a strong supply chain and long-standing record of quality manufacturing, Ontario is a destination of choice for high-margin vehicle production.

Ontario is showcasing its strengths for automotive innovation and advanced manufacturing at the [Tokyo Motor Show](#) with help from Ray Tanguay, Canada's and Ontario's strategic auto advisor.

Mr. Tanguay's role includes increasing industry awareness of Ontario's strengths, compiling detailed domestic and international information to better understand new areas of growth for Ontario's auto and manufacturing sectors, and deepening relationships with key industry executives. This has included meetings with each of the six companies building vehicles in Ontario, meeting with Ed Clark, the Premier's Business Advisor, to highlight the importance of the auto sector to Ontario's economy, and showcasing Ontario's automotive strengths as the keynote speaker at a [major industry conference in Tennessee](#).

Working to attract investment and grow the province's auto sector is part of the government's plan to build Ontario up. The four-part plan includes investing in people's talents and skills, making the largest investment in public infrastructure in Ontario's history, creating a dynamic, innovative environment where business thrives, and building a secure retirement savings plan.

QUOTES

" The global industry is increasingly competitive and technology-intensive, so we need to be extremely targeted and strategic in the investment opportunities we pursue. Having added experience and expertise is a huge asset as we work to keep Ontario's auto industry competitive."

- Brad Duguid

Minister of Economic Development, Employment and Infrastructure

" We must let the world know that our strength is our people. We have one of the most educated, creative and engaged workforces in the world, giving Ontario the opportunity to bring great ideas into practical applications."

- Ray Tanguay

Auto Advisor to the Ontario and Canadian governments

QUICK FACTS

- Ontario is one of the top jurisdictions in North America for vehicle production and the only sub-national jurisdiction to have five major global automotive assemblers: Chrysler, Ford, General Motors, Honda and Toyota, as well as truck manufacturer Hino.
- Ontario assembly plants produced nearly 16 per cent of North American vehicles over the last five years.
- Ontario will become the [first Canadian province to allow on-road testing of automated vehicles](#). The pilot project, beginning January 1, 2016, will help spur the development of automated and connected car technologies in Ontario.
- Japanese auto companies have been hugely successful in Ontario: Honda's assembly operations in Alliston directly employ about 4,000 people and serve as the global lead for the next generation of Honda Civic. Toyota operates assembly plants in Woodstock and Cambridge that together directly employ about 8,000 people. The Cambridge location is one of only two outside of Japan to build Lexus vehicles.
- Ray Tanguay retired in March 2015 as Chair of Toyota's Canadian operations.
- Mr. Tanguay is the inaugural chair of a special [sub-committee](#) of the [Canadian Automotive Partnership Council \(CAPC\)](#) and in this role works to optimize the combined efforts of industry and government to win new investment while also acting as auto advisor to the Ontario and Canadian governments.

LEARN MORE

- [Ontario's competitive advantages for automotive.](#)
- [Ontario's trade with Japan.](#)

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