



Global Automakers  
of Canada



# Ontario's Automotive Sector: Economic Contribution and Key Players

Quarterly Specialized Report

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Note: Throughout this document the graphs reference the North American Industry Classification System (NAICS) codes. Details of these codes can be found at [census.gov/naics](https://www.census.gov/naics)

## **A word from our contributors**

**“The Global Automakers of Canada is pleased to collaborate on this important publication by OVIN. With Honda and Volkswagen announcing Canada’s largest and second largest investments ever in Canadian automotive history, combined with Toyota’s vehicle production leadership in Canada, followed by Honda as the second largest producer in Canada, our members have staked out a key role in Ontario’s automotive industry of the present and the future.”**

**David Adams, President and CEO, Global Automakers Canada**

**“Building on our long-term collaboration with the Ontario Vehicle Innovation Network and shared vision to drive the growth of the automotive and mobility sector, the Automotive Parts Manufacturers' Association is proud to underscore the key role that the sector plays as an engine of Ontario's economic growth. Initiatives such as this report not only highlight Ontario's longstanding position as the only subnational jurisdiction home to several major OEMs, but more importantly reinforce the province's strong ability to foster collaboration across the public and private sectors to fuel recent investments that place Ontario at the forefront of the global electric vehicle transition.”**

**Flavio Volpe, President, Automotive Parts Manufacturers**

# 1. Executive Summary

Ontario is the home of Canada's automotive sector. It is a hub of vehicle production, and the only province in Canada that assembles vehicles, with five original equipment manufacturers (OEMs) operating plants (Ford, General Motors [GM], Honda, Stellantis, and Toyota). Through this unique position, Ontario contributes significantly to Canada's economy, trade, and employment.

In 2020,<sup>a</sup> Ontario's automotive manufacturing sector contributed over \$11B to the national GDP.<sup>1</sup> In 2022, more than 104K people were employed in the automotive sector across the province, representing 80% of all Canada's automotive employees.<sup>2</sup> Over 36.5K of these employees worked at one of the five OEMs, where they contributed to the production of over 1.5M Ontario-made vehicles in 2023.

Ontario far exceeds all other Canadian provinces in motor vehicle exports; it was responsible for \$75B in exports in the motor vehicle manufacturing, body and trailer manufacturing, and parts manufacturing sectors in 2023.<sup>3</sup> The province has also attracted \$43B in new automotive investments since 2020, including investments in electric vehicle (EV) and EV battery production.<sup>4</sup> A substantial amount of this investment originated from the five OEMs, with \$25.4B of investment announced between them since 2018.

With demand for EVs expected to grow, Ontario is very well positioned to respond to the needs of the automotive industry in the electric transformation. Ontario's response to the ongoing transformation is driven by Driving Prosperity, the Government of Ontario's plan for the future of the province's automotive sector. This plan outlines a vision in which Ontario is "a North American hub for developing and building the car of the future through emerging technologies and advanced manufacturing processes".<sup>5</sup> Through this plan, the provincial government has committed to partner with the auto industry to:

1. Reposition vehicle and parts production for the car of the future.
2. Establish and support a battery supply chain ecosystem.
3. Innovate in every stage of development.
4. Invest in Ontario's auto workers.<sup>6</sup>

This report, which has been developed in collaboration with Global Automakers of Canada, presents an overview of Ontario's automotive sector, including its contributions to the economy, trade, and employment. It also provides a summary of the automotive ecosystem, outlining key locations, investments, and actors, including high level profiles of each of the OEMs operating in the province.

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<sup>a</sup> While more recent GDP data is available in *chained dollars* from Statistics Canada, this report presents GDP in *current dollars* in order to facilitate a comparison between various industries. The most recent GDP data available in *current dollars* is from 2020.



# Ontario's Automotive Sector at a Glance

## GDP



**\$11B**

Ontario's automotive industry contribution to national GDP in 2020

## Investments



**\$43B**

in new automotive investments announced in Ontario since 2020

## Employment



**>104K**

people employed in automotive manufacturing in Ontario in 2022



**80%**

share of Canadian automotive manufacturing jobs in Ontario in 2022

## Trade



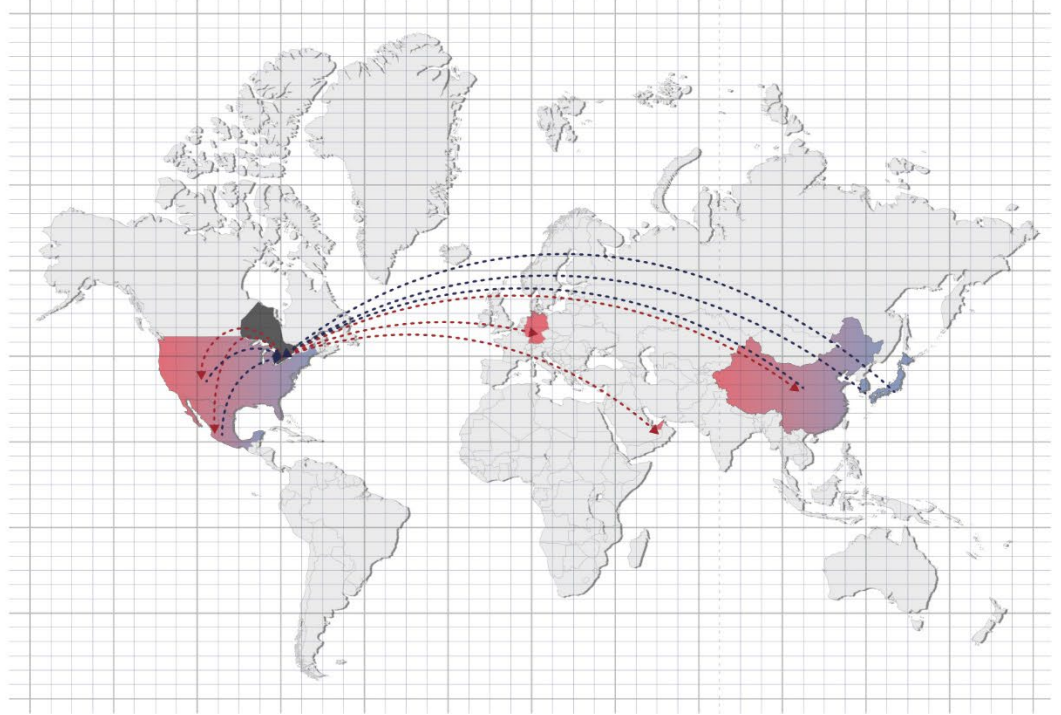
**\$109B**

Ontario's total automotive manufacturing imports in 2023



**\$75B**

Ontario's total automotive manufacturing exports in 2023



## Ontario's automotive corridor



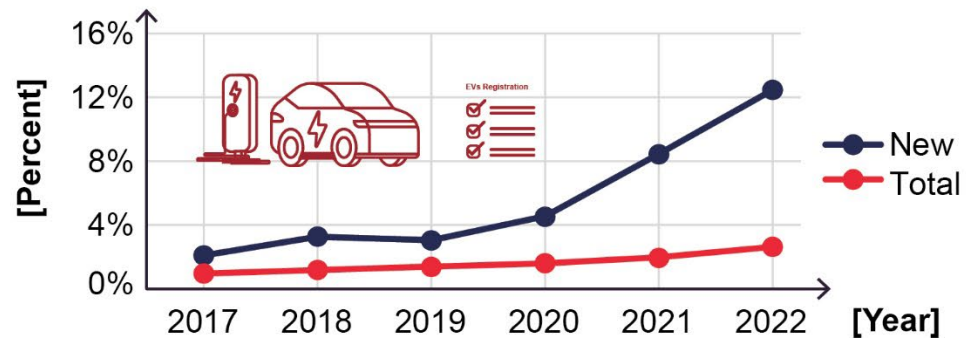
## Sales



**41%**

Ontario's share of Canada's new motor vehicles sales in 2023

## Percentage of total & new vehicle registrations that are EVs





## **2. Ontario's Automotive Manufacturing Industry – Contributions to Economy, Trade & Employment**



## GDP

Manufacturing is a vital industry in Ontario, contributing \$86B towards the province's GDP.<sup>7</sup> The manufacturing industry is second only to real estate, rental, and leasing in terms of GDP contributions.

**“Our government is creating the right conditions for multinational manufacturers to grow in Ontario and create more good-paying jobs across the province.”<sup>8</sup>**

**The Honourable Victor Fedeli, Minister of Economic Development, Job Creation and Trade**

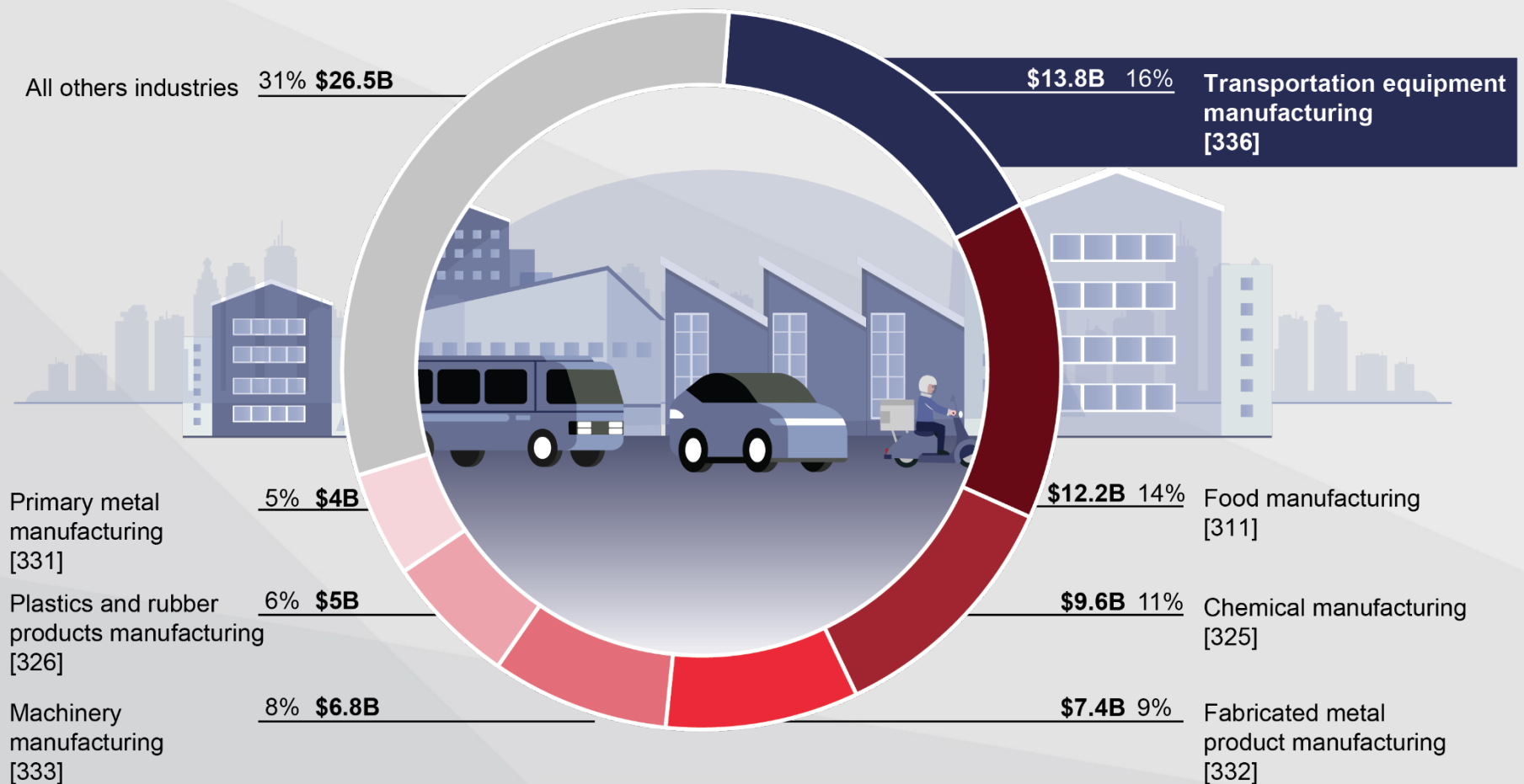
### Ontario GDP by top ten industries 2020<sup>9</sup>

 Industry	Billions of dollars
 Real estate, rental and leasing [53]	115
 <b>Manufacturing [31-33]</b>	<b>86</b>
 Finance and insurance [52]	80
 Public administration [91]	63
 Professional, scientific and technical services [54]	63
 Construction [23]	61
 Health care and social assistance [62]	59
 Wholesale trade [41]	51
 Educational services [61]	48
 Retail trade [44-45]	38

Ontario boasts a diverse array of manufacturing industries spanning multiple sectors. Among these, transportation equipment manufacturing stands out as the most significant contributor to Ontario's GDP (16%), surpassing other manufacturing industries

such as food (14%), chemicals (11%), and machinery (8%).<sup>11</sup> The robust performance of the transportation equipment manufacturing sector underscores its pivotal role in shaping Ontario's economic landscape.

### Ontario GDP by manufacturing industry 2020<sup>10</sup>

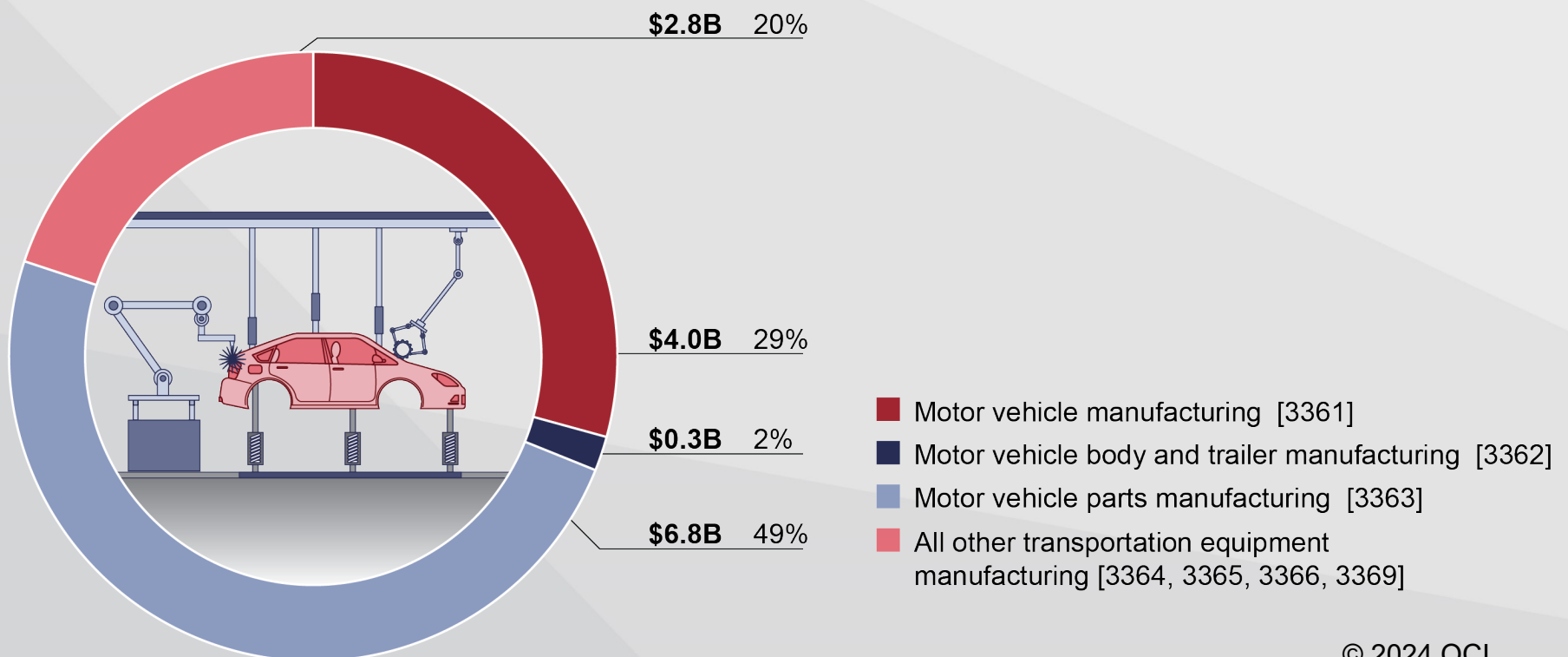




Automotive manufacturing makes up around 80% of the transportation equipment manufacturing market in Ontario; the remaining types of transportation manufacturing—including aerospace, rail, ship, and boat building—contributed approximately \$2.8B combined to GDP.

Ontario's automotive manufacturing industry plays a significant role in Canada's economy, contributing over \$11B towards GDP in 2020.<sup>13</sup>

### Ontario GDP by transport equipment manufacturing industry 2020<sup>12</sup>

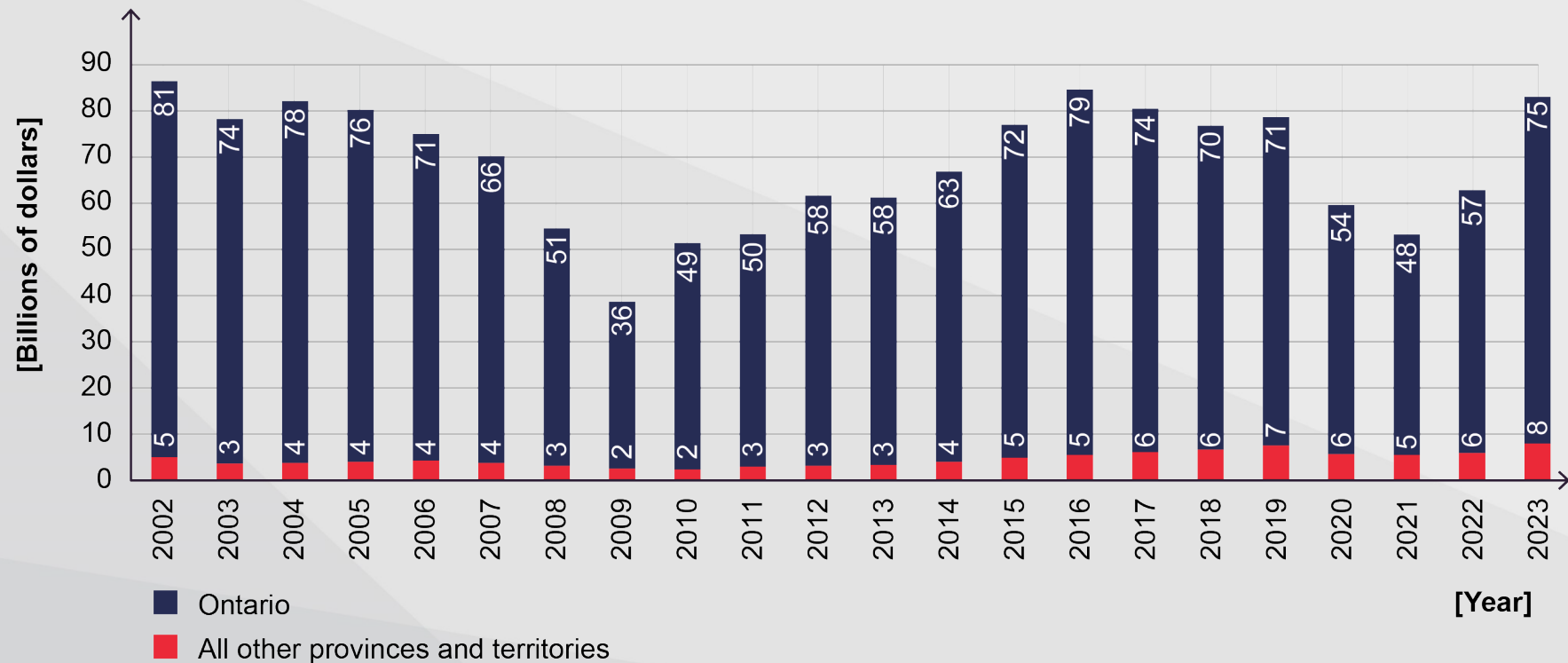


## Trade

As shown in the graph below, Ontario far exceeds all other provinces in terms of global motor vehicle exports. In 2023, Ontario was responsible for \$75B in exports of products in the motor vehicle manufacturing, body, and trailer manufacturing, and

parts manufacturing sectors combined.<sup>15</sup> In comparison, the second largest exporter – Quebec – was responsible for just \$5B in exports.

Motor vehicle exports by province 2002 – 2023<sup>b 14</sup>

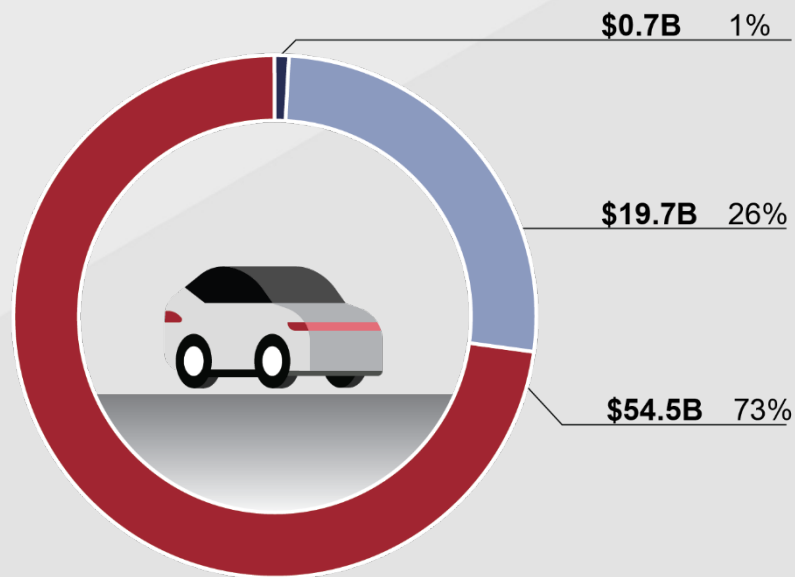


<sup>b</sup> Graph shows the combined value of motor vehicle, body, and parts exports (NAICS 3361, 3362, and 3363).

In 2023, Ontario's motor vehicle manufacturing exports made up 73% of the automotive manufacturing export market, contributing \$54.5B.<sup>16</sup> Parts manufacturing exports were worth \$19.7B, equivalent to 26% of total automotive manufacturing exports, with body and trailer manufacturing exports making up a significantly smaller 1% of total exports, at \$0.7B.

These contributions make up a significant share of the Canadian exports market, highlighting Ontario's role at the heart of the industry.

### Ontario's motor vehicle exports 2023<sup>17</sup>



- Motor vehicle manufacturing [3361]
- Motor vehicle body and trailer manufacturing [3362]
- Motor vehicle parts manufacturing [3363]

**“With a world-class workforce, state-of-the-art research and development facilities, and an abundance of critical minerals, Ontario has secured its position as a global leader in the auto sector.”<sup>18</sup>**

**The Honourable Victor Fedeli, Minister of Economic Development, Job Creation and Trade**



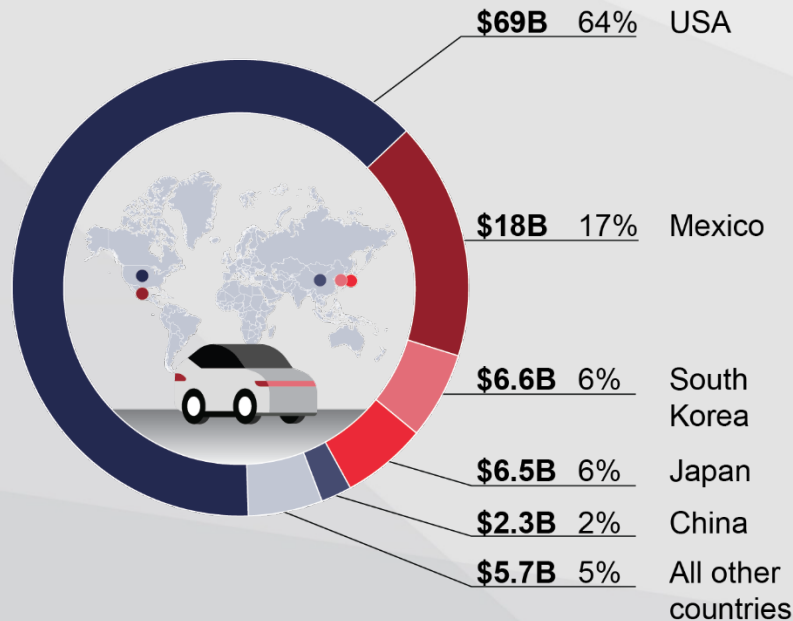
## Imports

The United States is the largest source of Ontario's motor vehicle imports, sending 64% (\$69B) of all imports.<sup>19</sup> The second largest source of Ontario's motor vehicle imports is Mexico, sending 17% (\$18B), followed by South Korea and Japan, sending 6% each (\$6.6B and \$6.5B respectively), and China, sending 2% (\$2.4B).<sup>20</sup>

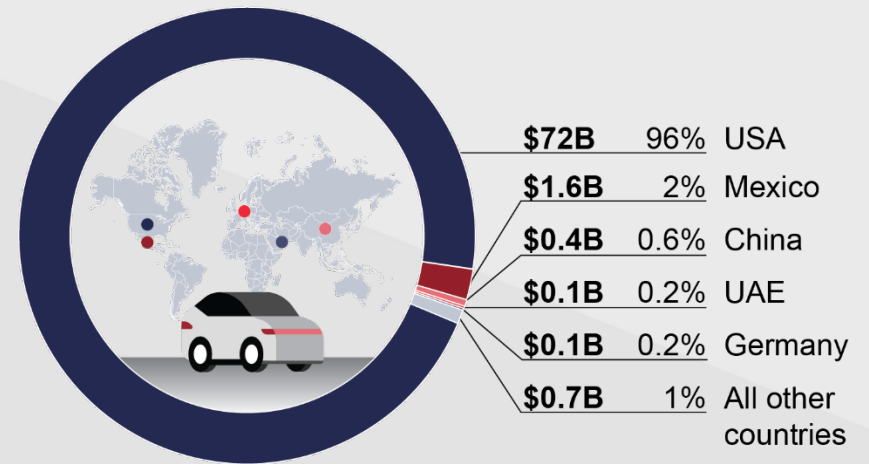
## Exports

96% of motor vehicles exported from Ontario are sent to the United States - \$72B worth.<sup>22</sup> A small proportion of vehicles are exported to Mexico (2% - \$1.6B), China (0.6% - \$0.4B), the United Arab Emirates (0.2% - \$0.1B), and Germany (0.2% - \$0.1B).<sup>23</sup>

Ontario Motor Vehicle Imports 2023<sup>21</sup>



Ontario Motor Vehicle Exports 2023<sup>24</sup>

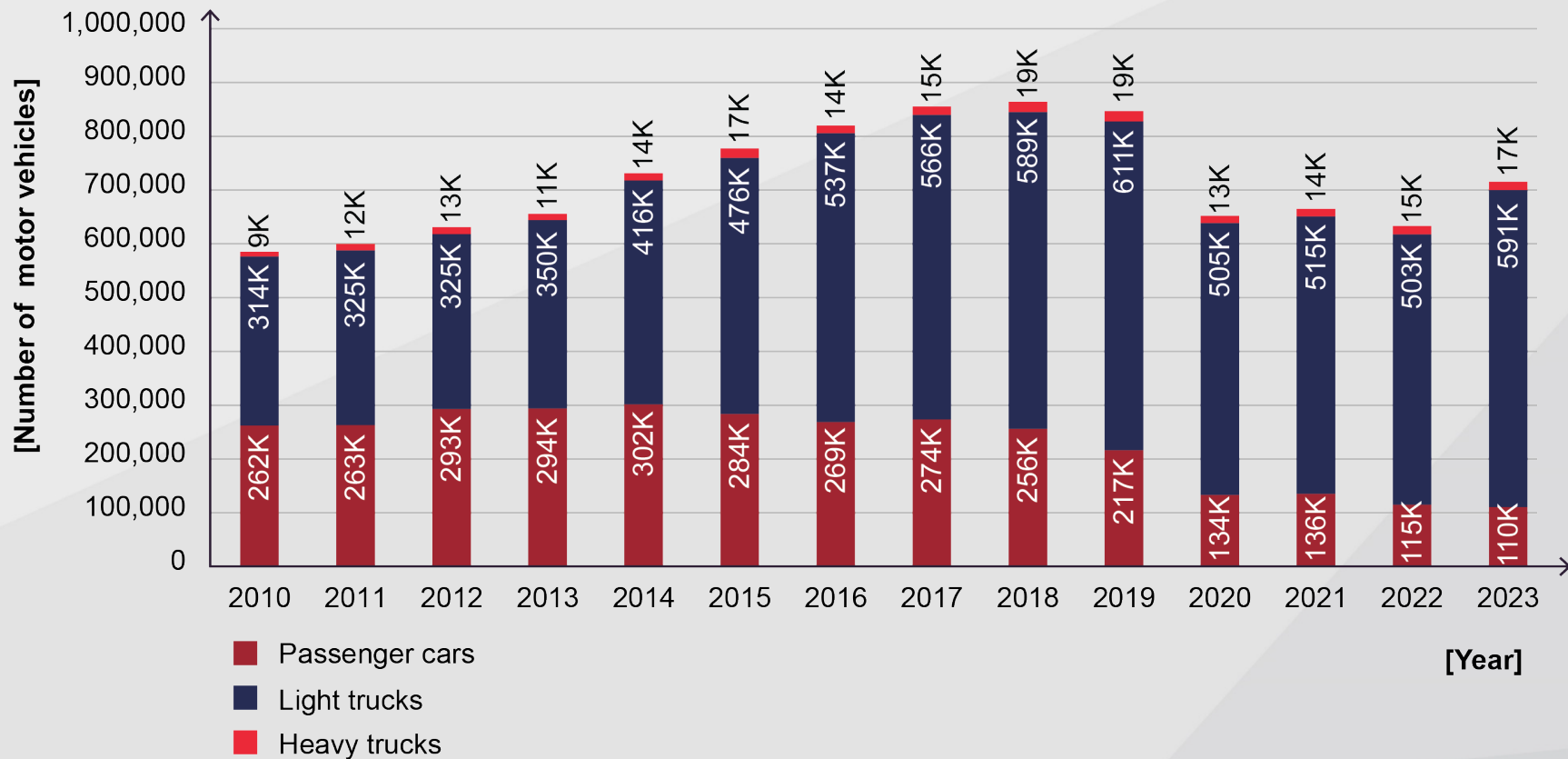


## Sales

In 2023, nearly 720K new motor vehicles were sold in Ontario – 41% of all vehicles sold in Canada.<sup>25</sup> The majority of these were light trucks, which includes minivans, sport-utility vehicles, light trucks, and vans – over 590K light trucks were sold in Ontario in

2023.<sup>26</sup> Sales of light trucks have gradually overtaken passenger car sales since 2010. Along with the global motor vehicle sales market, Ontario experienced a reduction in overall sales in 2020, but this is expected to grow again over the coming years.

### New motor vehicle sales in Ontario 2010-2023<sup>27</sup>

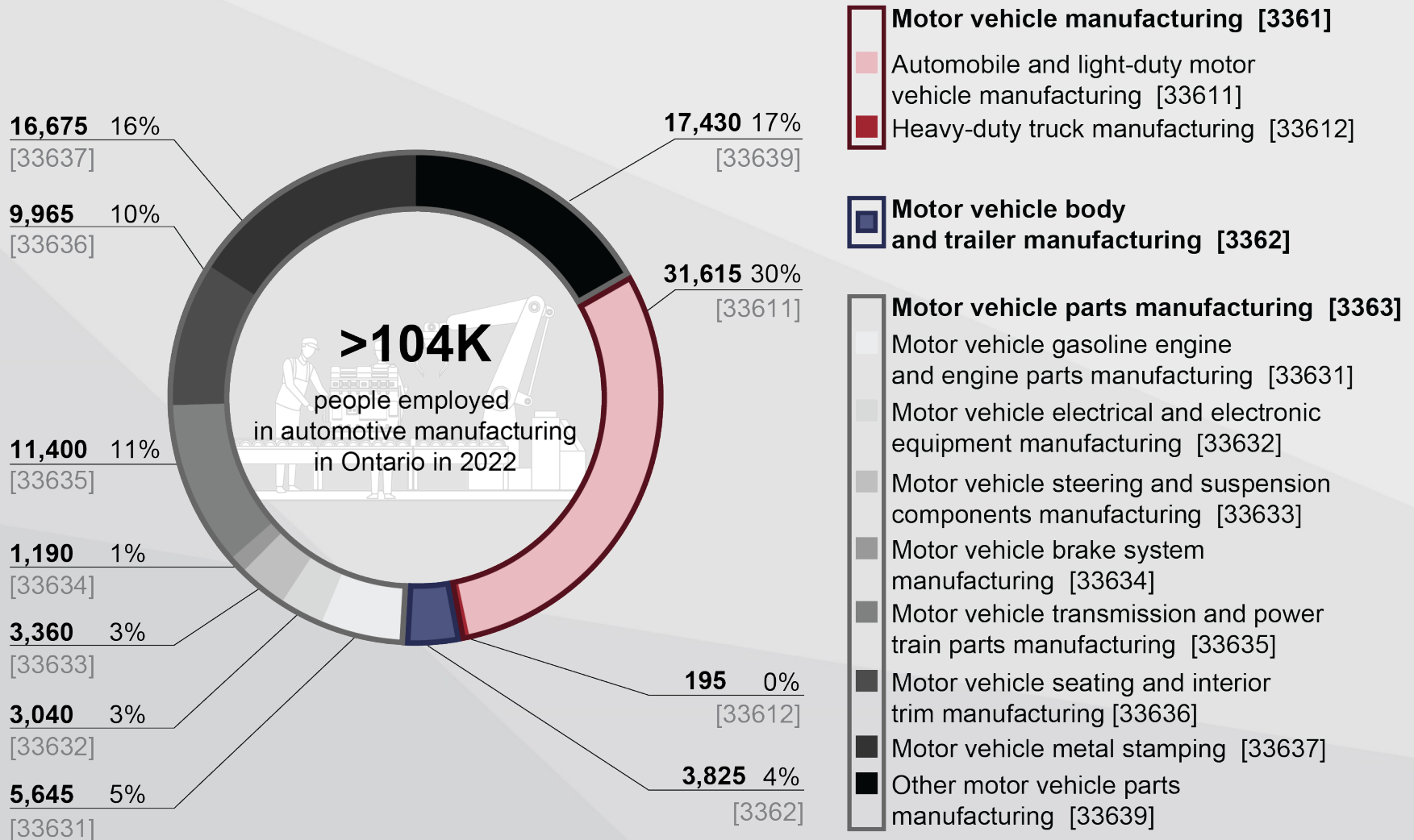


# Employment

Ontario's automotive manufacturing industry employed over 104K people in 2022, with most specializing in motor vehicle parts manufacturing.<sup>28</sup>

Across Canada, nearly 130K people were employed in the industry in 2022, with Ontario accounting for a notable 80% of all automotive manufacturing jobs nationwide.<sup>29</sup>

## Automotive manufacturing employment in Ontario 2022<sup>30</sup>





### 3. Ontario's Automotive Manufacturing Ecosystem



# Automotive Manufacturing Ecosystem

Ontario is at the centre of Canada’s automotive industry, home to five OEMs. These are Ford, General Motors, Toyota, Stellantis, and Honda. There are also six major battery or battery materials plants currently planned or under construction, with three owned by Honda: a battery manufacturing plant, a battery separator factory in partnership with Asahi Kasei, and a Battery Active Materials (BAMs) factory in partnership with POSCO, the location of which is still to be announced.<sup>31</sup> These are due to be operational by 2028,<sup>32</sup> 2027,<sup>33</sup> and 2028 respectively.<sup>34</sup>

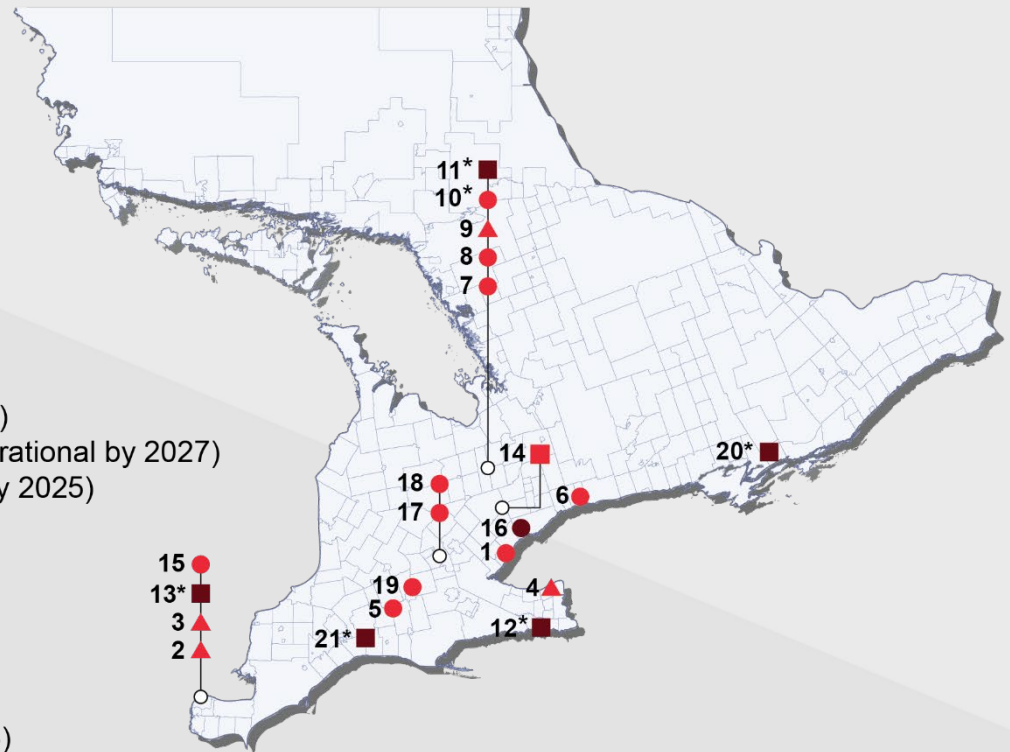
Additional plants are owned by NextStar Energy, Umicore, and Volkswagen, which are due to be operational by 2025,<sup>35</sup> 2026,<sup>36</sup> and 2027<sup>37</sup> respectively. This will further strengthen the role of Ontario as a leader in this domain. The map below presents all the battery material and battery manufacturing plants as well as engine, parts, and assembly plants related to the major OEMs. However, the map does not include all parts and assembly plants in Ontario.

## List of Plants

- 1 Ford Motor Company Oakville Assembly Complex
- 2 Ford Motor Company Windsor Engine Plant
- 3 Ford Motor Company Essex Engine Plant
- 4 GM St. Catharines Propulsion Plant
- 5 GM CAMI Assembly Plant
- 6 GM Oshawa Assembly Plant
- 7 Honda Plant 1
- 8 Honda Plant 2
- 9 Honda Engine Plant
- 10 Honda EV Assembly Plant \*(operational by 2028)
- 11 Honda Battery Manufacturing Plant \*(operational by 2028)
- 12 Honda and Asahi Kasei EV Battery Separator Plant \*(operational by 2027)
- 13 NextStar Energy Windsor EV Battery Hub \*(operational by 2025)
- 14 Stellantis Brampton Assembly & Stamping Plant
- 15 Stellantis Windsor Assembly Plant
- 16 Stellantis Etobicoke Casting Plant
- 17 Toyota Motor Manufacturing Canada North Plant
- 18 Toyota Motor Manufacturing Canada South Plant
- 19 Toyota Motor Manufacturing Canada West Plant
- 20 Umicore EV Battery Materials Plant \*(operational by 2026)
- 21 Volkswagen and PowerCo SE Battery Cell Gigafactory \*(operational by 2027)

## Legend

- Vehicle assembly & auto parts manufacturing
- ▲ Engine assembly plant
- Vehicle assembly plant
- Auto parts manufacturing plant
- Battery or battery parts manufacturing plant





## 4. Recent Investments in Ontario
















## Automotive Investments 2020 - 2024

Global automakers, parts suppliers, and EV battery manufacturers have announced \$43B worth of investments in Ontario since 2020.<sup>38</sup> Recent announcements include Honda's investment of \$15B to expand its EV manufacturing operations in North America.<sup>39</sup> This investment, announced in April 2024, includes the development of a 36 GWh equivalent battery manufacturing plant in Alliston, a BAMBs factory in a joint venture with South Korea's POSCO, a battery separator factory in a joint venture with Japanese chemicals company Asahi Kasei, and a brand-new EV manufacturing plant in Alliston.<sup>40</sup> This investment is the largest in

Honda Motor Company's 78-year history and the largest in the history of Canada's automotive sector. In June 2023, Volkswagen announced an investment of \$7B – the second largest investment in the history of Canada's automotive sector – to build a 90 GWh equivalent EV battery manufacturing plant in St. Thomas.<sup>41</sup> In October 2023, Umicore – a multinational materials technology company – confirmed expansion of its EV battery materials production in Ontario.<sup>42</sup> The organization announced a \$2.1B investment to construct a 35 GWh equivalent battery materials production plant in Loyalist.<sup>43</sup>

### Selection of Ontario's top investors

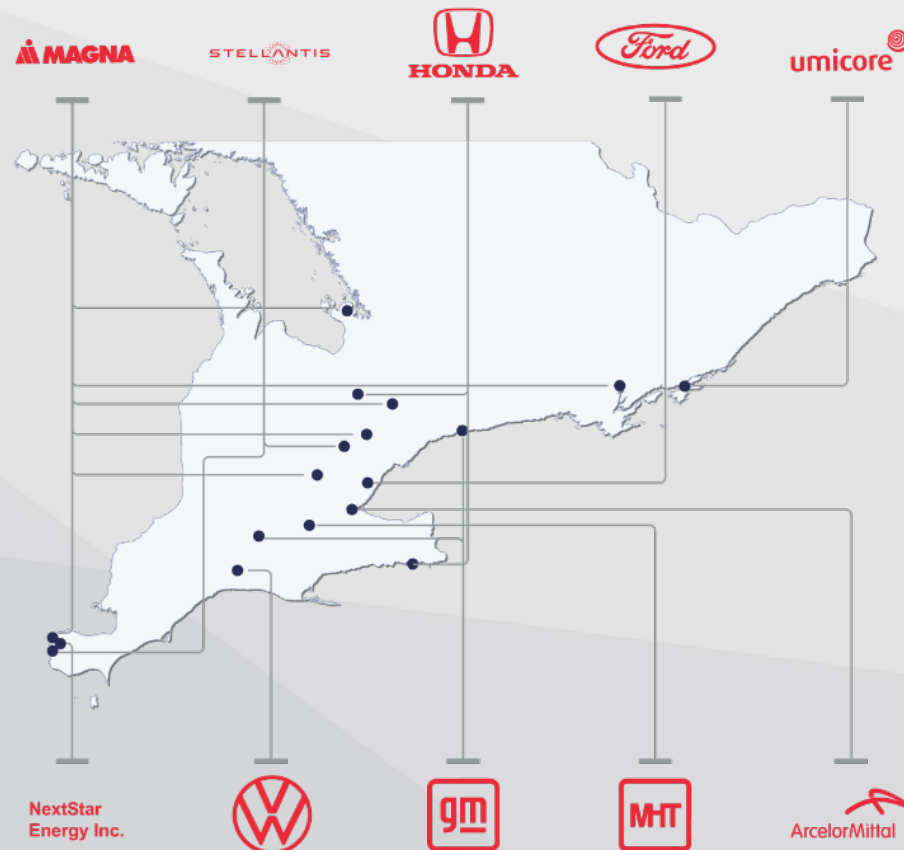
Company	Total Investment	Year Announced	Facility Type
 HONDA	\$15B	2024	Battery materials, battery manufacturing, and vehicle assembly plants
	\$7B	2023	Battery manufacturing plant
 NextStar Energy Inc.	\$5B	2022	Battery manufacturing plant
 STELLANTIS	\$3.6B	2022	Vehicle assembly plant
	\$2.2B	2022	Vehicle assembly plant
 umicore	\$2.1B	2023	Battery materials manufacturing plant
 ArcelorMittal	\$1.8B	2021	Steel manufacturing plant
	\$1.8B	2020	Vehicle assembly plant
 HONDA	\$1.4B	2022	Vehicle assembly plant
 MAGNA	\$470M	2023	Auto parts manufacturing plant
 MHT	\$102M	2023	Auto parts manufacturing plant

In 2022, NextStar Energy Inc. – a partnership between Stellantis and LG Energy Solution – announced investment of \$5B to build a 49 GWh EV battery manufacturing plant in Windsor.<sup>44</sup>

Steel manufacturer ArcelorMittel announced investment of \$1.8B in 2021 to reduce the carbon intensity of its steel manufacturing plant in Hamilton.<sup>45</sup> In February 2023, an investment of \$470M was announced by Magna International Inc.<sup>46</sup> This investment from the automotive parts manufacturer includes an EV battery parts factory in Brampton.<sup>47</sup>

Another automotive parts manufacturer, Mitsui High-tec (Canada) Inc., announced an investment of \$102M in June 2023 to build a new EV parts manufacturing facility.<sup>48</sup> Other investments include \$3.6B from Stellantis, \$2.2B from GM, \$1.8B from Ford, and \$1.4B from Honda. More information around these investments can be found in Chapter 6.<sup>49</sup> These investments reiterate the potential for future economic growth and support Ontario’s agenda to produce the car of the future.

### Selection of Ontario’s top investors



## 5. The Electric Transformation and Ontario's Unique Position



## **Demand for Electric Vehicles**

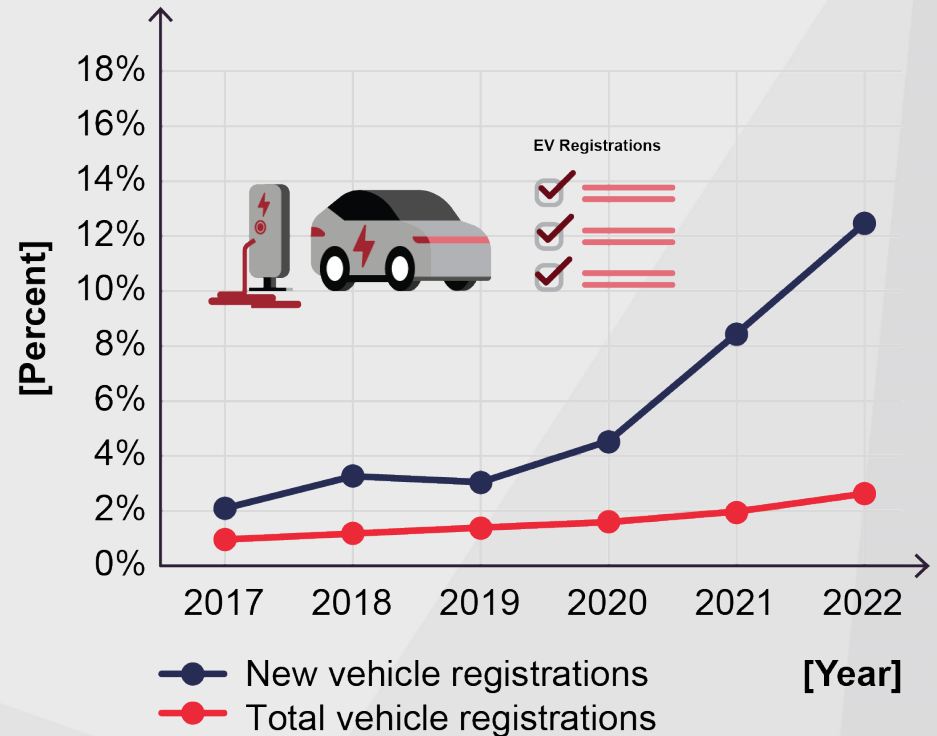
Demand for EVs – across battery electric, hybrid electric and plug-in hybrid – is expected to grow over the coming years. In 2022, there were over 26M EVs on the road worldwide, with EV car sales exceeding 10M – an increase of 55% relative to 2021.<sup>50</sup> The International Energy Agency has predicted that there could be up to 240M EVs on roads globally by 2030.<sup>51</sup> In addition to this, Canada has set a mandatory target for 100% of new light-duty car and passenger truck sales to be zero-emission by 2035.<sup>52</sup>

In Ontario, the percentage of total vehicle registrations that are battery electric, hybrid electric and plug-in hybrid EVs has grown from 1% in 2017 to 3% in 2022.<sup>53</sup> For new vehicle registrations, the percentage of EVs grew from 2% in 2017 to 12% in 2022.<sup>54</sup> Additional data shows that new vehicle registrations for battery electric, hybrid electric, and plug-in hybrid EVs reached approximately 17% in 2023.<sup>55</sup>

**"As the world shifts toward more sustainable vehicles, Canada is seizing the opportunity and positioning itself as a global leader when it comes to building the cars of the future...With a highly skilled workforce, clean energy, an abundance of critical minerals, access to markets, and a flourishing electric vehicle ecosystem, Canada has everything that companies...need to grow."**<sup>56</sup>

**The Honourable Victor Fedeli, Ontario Minister of Economic Development, Job Creation & Trade**

**Percentage of total and new vehicle<sup>c</sup> registrations in Ontario that are EVs<sup>d</sup> 2017-2022<sup>57</sup>**



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<sup>c</sup> This graph combines registration data for passenger cars, pickup trucks, multi-purpose vehicles, and vans.

<sup>d</sup> For the purposes of this graph, EV includes battery electric, hybrid electric, and plug-in hybrid vehicles.



## 6. Ontario's Key Automakers



## Ontario's Key Automakers



**>1.5M**

total number of vehicles produced by Ontario's key automakers in 2023



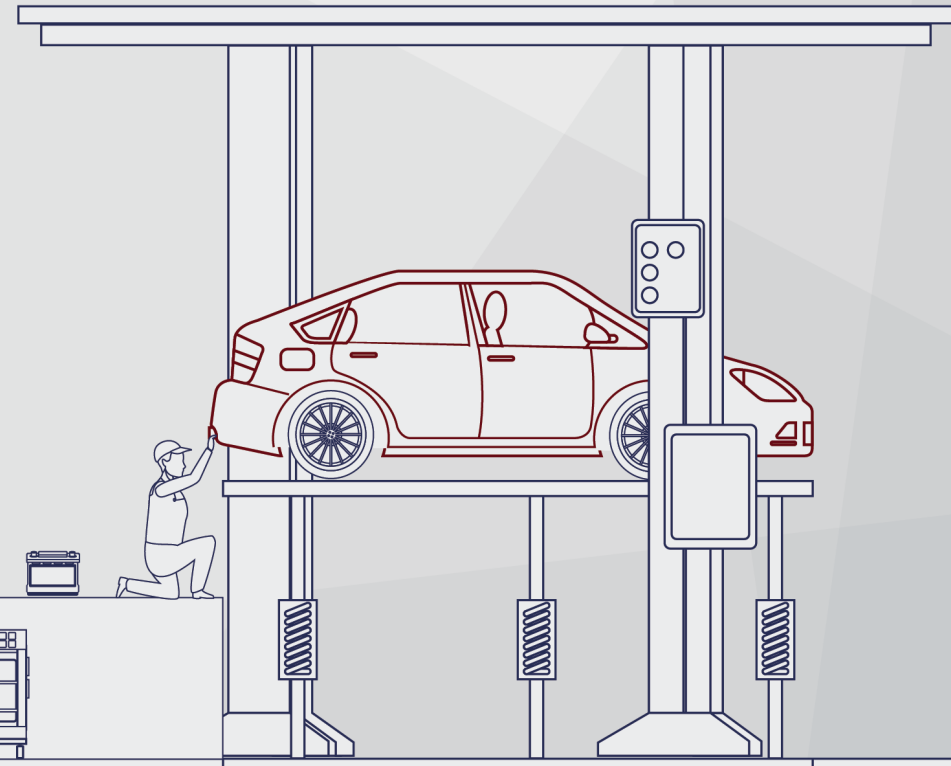
**36.5K**

total number of people employed by Ontario's key automakers



**\$25.4B**

value of investment commitments made by Ontario's key automakers since 2018

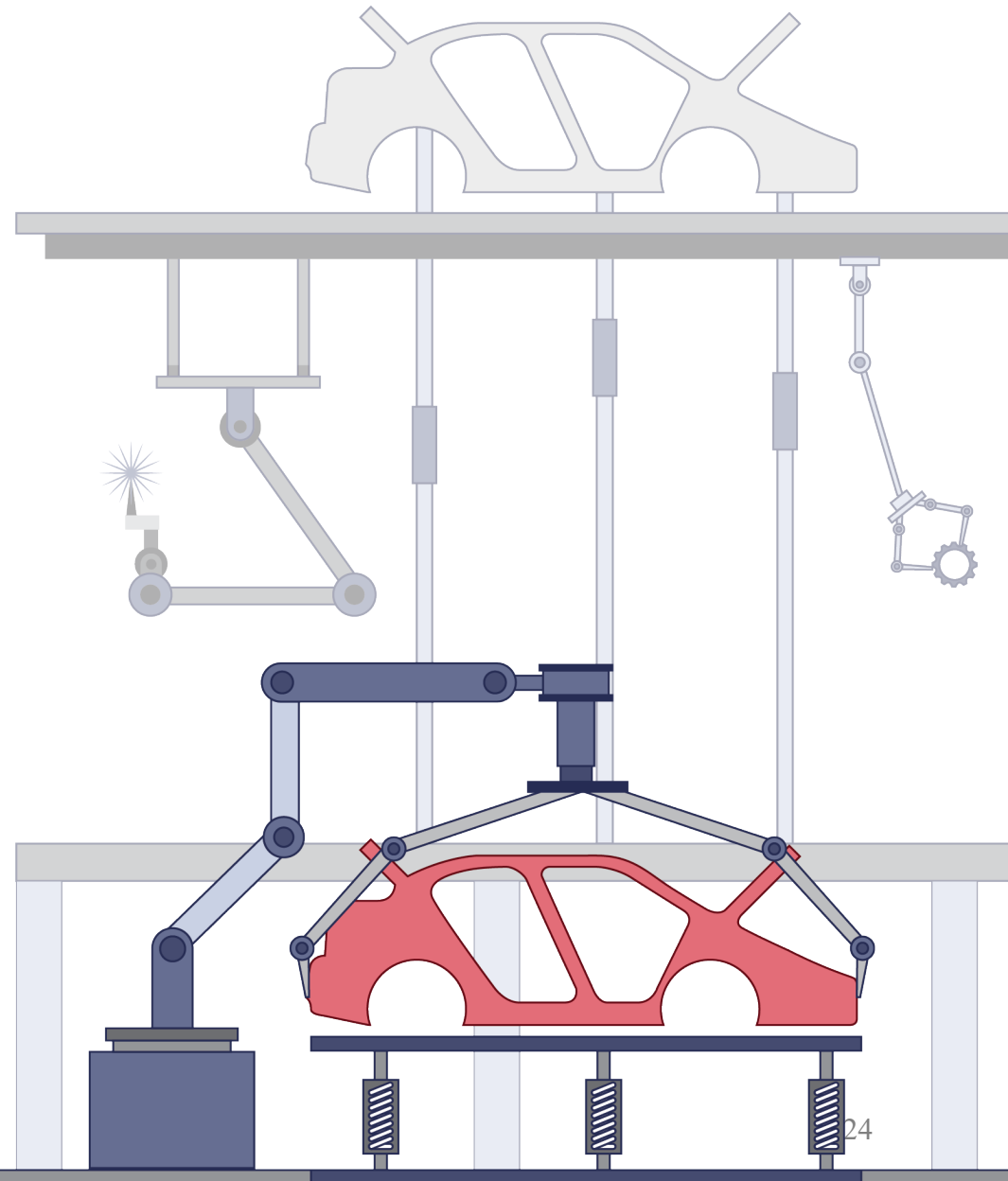
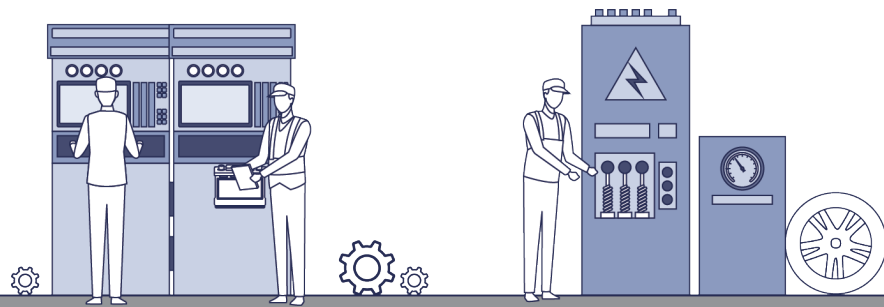


# Ford

Ford began operating in Canada 120 years ago, in 1904.<sup>58</sup> Its operations in Ontario now consist of its national headquarters in Oakville; three vehicle assembly and engine manufacturing plants in Oakville, Windsor, and Essex; a regional office in Oakville; and two parts distribution centres in Paris and Casselman.<sup>59</sup>

Ford's Oakville vehicle assembly plant produced over 160K light vehicles in 2023.<sup>60</sup>

In 2020 Ford announced an investment of \$1.8B to transform its Oakville Assembly Complex into a Canadian hub of EV manufacturing.<sup>61</sup> This site alone employs over 3K people and will include EV and battery pack assembly.<sup>62</sup> It is expected to begin production in 2027.<sup>63</sup>



## General Motors

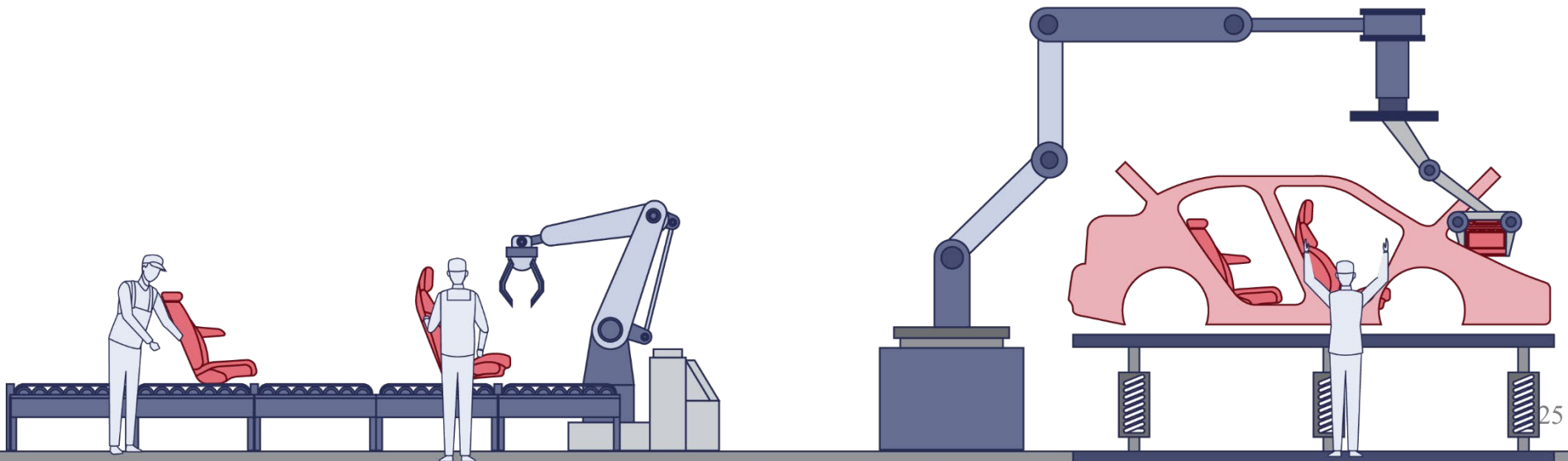
GM's operations in Canada began over 100 years ago, in 1918.<sup>64</sup> The multinational automotive manufacturing company has had its Canadian hub in Ontario ever since, with assembly and propulsion plants in Oshawa, St Catharines, and Ingersoll.<sup>65</sup> In 2023, these plants produced over 139K light vehicles.<sup>66</sup>

The following vehicles are produced at GM's assembly plants in Ingersoll and Oshawa: BrightDrop Zevo (fully electric delivery van), Chevrolet Heavy Duty Silverado, and Chevrolet Light Duty Silverado. The St. Catharines facility produces the following: Gen 5 V8 Engine, High-Feature V6 Engine, GF6 Transmission, and C8 Dual Clutch Transmission.

A core part of GM's operations in Ontario are its four Canadian Technical Centres (CTC): the Oshawa and Markham Elevation

Centres, the Kapuskasing Proving Ground, and the McLaughlin Advanced Technology Track.<sup>67</sup> Around 1,300 engineers are based at these campuses, where state-of-the-art labs, test tracks, simulation, and AI/Machine Learning enable innovation, research, and development.<sup>68</sup>

In 2022, GM Canada announced investment of more than \$2B to develop Canada's first full-scale EV manufacturing plant – the BrightDrop facility.<sup>69</sup> More recently, in 2023, GM Canada announced an investment of \$280M to support next-generation internal combustion engine (ICE) truck production at its Oshawa Assembly Plant.<sup>70</sup> In addition to increasing market capacity and ensuring a resilient supply chain in the province, the importance of these investments lies in saving over 2.6K jobs through modernizing and re-tooling existing facilities.





## Honda

Honda began production at its first Canadian manufacturing plant in Alliston, Ontario in 1986, making it the first Japanese auto-maker to build a manufacturing facility in Canada.<sup>71</sup> This plant has been the home of Honda Civic production since 1988.<sup>72</sup> Since then, two more facilities have opened in Alliston – a second vehicle manufacturing plant in 1998, and an engine manufacturing plant in 2008 – and the Head Office Campus has opened in Markham.<sup>73</sup> From its inception in 1986, Honda Canada has produced over 10M cars and light trucks.

Honda currently produces the following vehicles and parts at its plants in Ontario:

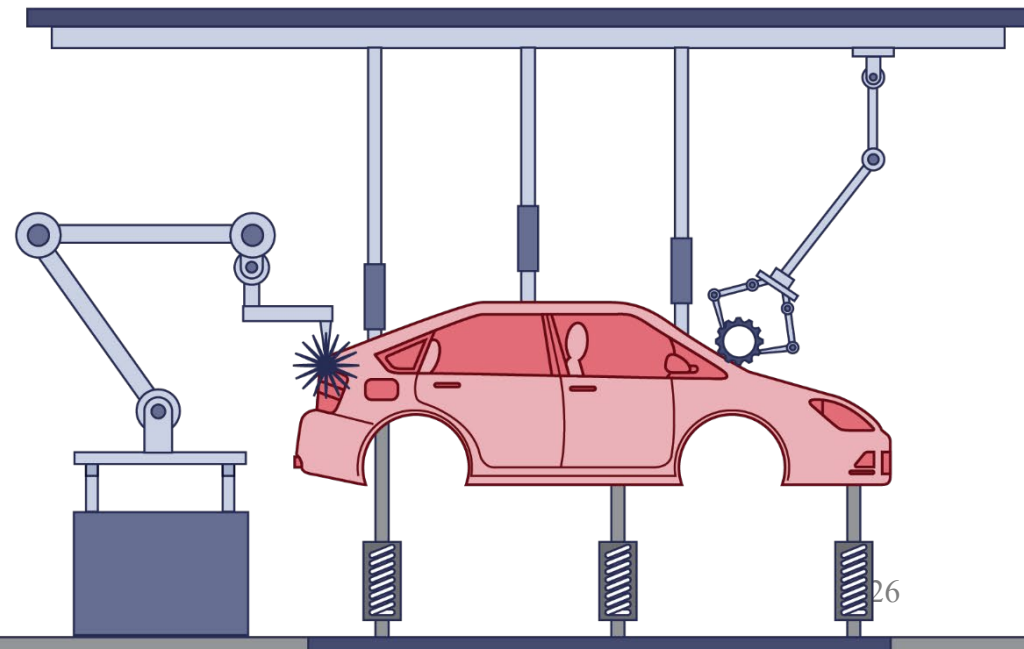
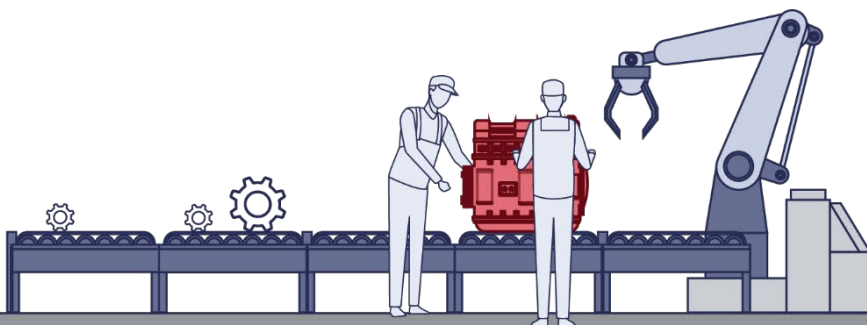
- Honda Civic
- Honda Civic Si
- CR-V – petrol and hybrid
- 4-cylinder engines<sup>74</sup>

Production of the new Civic Hybrid Sedan will begin in Spring 2024.

In 2023, Honda produced over 378K vehicles<sup>75</sup> and 150K engines.<sup>76</sup> Through its operations, Honda Canada sources over \$3B in goods and services from Canadian suppliers.<sup>77</sup>

In 2022, Honda announced a significant investment of approximately \$1.4B over a six-year period to upgrade its manufacturing plants.<sup>78</sup> This latest investment supports Honda's goal of reaching zero emissions by 2040 by upgrading its manufacturing plants in Alliston, retooling them to manufacture hybrid versions of the CR-V and the Civic.<sup>79</sup>

In 2024, Honda announced an additional investment of \$15B,<sup>80</sup> the largest investment in Honda Motor Company's 78-year history and in the history of Canada's automotive sector. This investment covers the introduction of three EV battery plants, along with a brand-new EV manufacturing plant in Alliston, which is expected to be fully operational in 2028.<sup>81</sup> These four facilities are anticipated to create over 1K jobs.<sup>82</sup>



## Stellantis

Stellantis' earliest operations in Ontario began in 1925, when the Chrysler Corporation of Canada Ltd was established in Windsor.<sup>83</sup> Since then, operations have expanded to include its Windsor Assembly Plant, Brampton Assembly Plant and Satellite Stamping Plant, and Etobicoke Casting Plant.<sup>84</sup>

The Windsor Assembly Plant produces the Chrysler Pacifica (including the plug-in hybrid model), Chrysler Voyager, and Chrysler Grand Caravan.<sup>85</sup> In 2023 Stellantis confirmed plans for this plant to produce the next-generation electric Dodge Charger.<sup>86</sup> The Brampton Assembly Plant is currently undergoing retooling, with production expected to start in 2025.<sup>87</sup> Once operational, the facility will produce the next-generation Jeep Compass.<sup>88</sup> In 2023, Stellantis produced over 332K light vehicles at its Ontario assembly plants.<sup>89</sup>

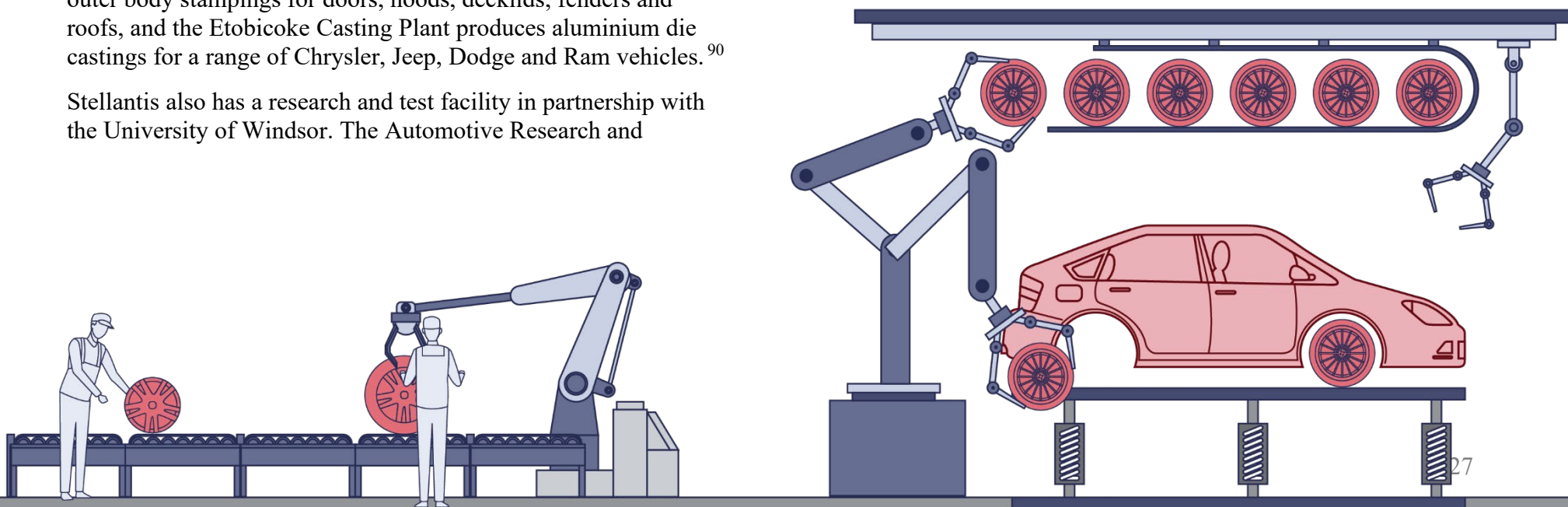
The Brampton Satellite Stamping Plant produces 96 inner and outer body stampings for doors, hoods, decklids, fenders and roofs, and the Etobicoke Casting Plant produces aluminium die castings for a range of Chrysler, Jeep, Dodge and Ram vehicles.<sup>90</sup>

Stellantis also has a research and test facility in partnership with the University of Windsor. The Automotive Research and

Development Centre is home to six road-test simulators, the Automotive Coatings Research Facility and the Automotive Lighting Research Facility.<sup>91</sup>

In 2022, Stellantis announced investment of \$3.6B to accelerate its plans for electrification in Canada.<sup>92</sup> The investment enables development of the Windsor and Brampton Assembly Plants to produce flexible multi-energy vehicle architecture and an all-new electric model, respectively.<sup>93</sup>

The company also committed to build a new EV battery modules and cells plant in Windsor, with construction currently underway.<sup>94</sup> This investment of \$5B, announced in partnership with LG Energy Solution under the name NextStar Energy Inc., is expected to create approximately 2,500 new jobs.<sup>95</sup>



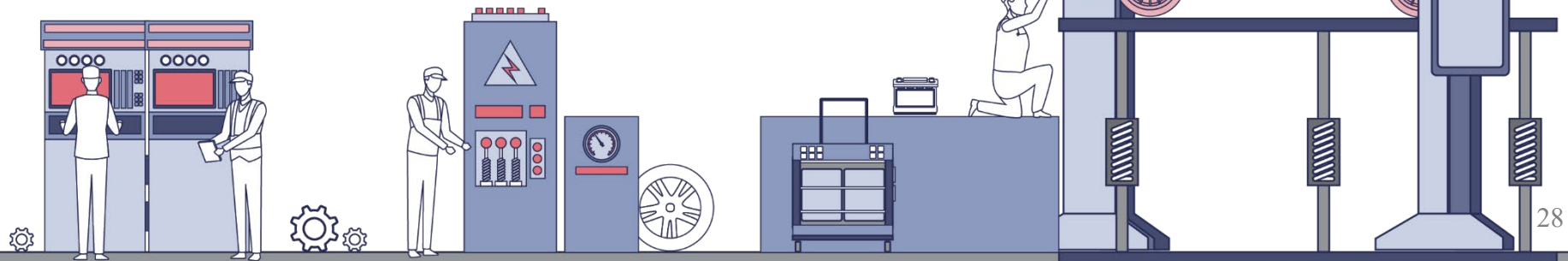
## Toyota

In 1985, Toyota announced that it would build its first Canadian vehicle assembly plant, Toyota Motor Manufacturing Canada (TMMC), in Cambridge, Ontario. Toyota has continued to invest in Ontario with two major expansions. The first, announced in 1994, introduced a second vehicle assembly plant in Cambridge, Ontario that doubled TMMC's capacity and employment. The second, announced in 2005, brought a third vehicle assembly plant located in Woodstock, Ontario. In 2018, Toyota announced that it would be investing \$1.4B into its Cambridge and Woodstock assembly plants.<sup>96</sup> This latest investment, which protects over 8K jobs and creates 450 new jobs, introduces a new advanced manufacturing platform for RAV4 production.<sup>97</sup> In 2023, over 525K light vehicles were produced across Toyota's Ontario facilities.<sup>98</sup> This makes Ontario one of Toyota's top producing manufacturing sites globally.

In addition to the three vehicle assembly plants, Ontario is also home to the following Toyota facilities:

- Scarborough: Toyota Canada Inc., Sales and Marketing Headquarters and Regional Office, and Lexus Canada Inc.;
- Markham: Toyota Credit Canada Inc.; and
- Bowmanville: Eastern Canada Parts and Distribution Centre.

TMMC produces gas and hybrid versions of the RAV4, Lexus NX, and Lexus RX vehicles.<sup>99</sup> TMMC has always been a forward-thinking environmental leader, being the first in Canada to build battery electric vehicles in 2012 and hybrid electric vehicles in 2014. Since 2014, TMMC has produced over 430K hybrid electric vehicles.<sup>100</sup>



## 7. About OVIN

OVIN is a key component of Phase Two of Driving Prosperity, the Government of Ontario's ambitious plan that positions Ontario as a North American leader in developing and building the car of the future through emerging technologies and advanced manufacturing processes. The Government of Ontario has committed an additional \$56.4 million, for a total investment of over \$141 million to date, through OVIN's innovative programming to support research and development (R&D) funding, talent development, technology acceleration, business and technical supports, and testing and demonstration.

OVIN, led by Ontario Centre of Innovation (OCI), is supported by the Government of Ontario's Ministry of Economic Development, Job Creation and Trade (MEDJCT) and Ministry of Transportation (MTO).

The initiative comprises five distinct programs and a central hub. The OVIN programs are:

- Research and Development Partnership Fund
- Talent Development
- Regional Technology Development Sites
- Demonstration Zone
- Project Arrow

The OVIN Central Hub is the driving force behind the programming, province-wide coordination of activities and resources, and Ontario's push to lead in the future of the automotive and mobility sector globally. Led by a dedicated team, the Central Hub provides the following key functions:

- A focal point for all stakeholders across the province;
- A bridge for collaborative partnerships between industry, post-secondary institutions, broader public sector agencies, municipalities, and the government;
- A concierge for new entrants into Ontario's thriving ecosystem; and
- A hub that drives public education and thought leadership activities and raises awareness around the potential of automotive and mobility technologies and the opportunities for Ontario and for its partners.

To find out the latest news, visit [www.ovinhub.ca](http://www.ovinhub.ca) or follow OVIN on social media [@OVINhub](https://twitter.com/OVINhub)



## 8. OVIN Objectives

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Foster the development and commercialization of Ontario-made advanced automotive technologies and smart mobility solutions.

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Showcase the Province of Ontario as the leader in the development, testing, piloting and adoption of the latest transportation and infrastructure technologies

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Drive innovation and collaboration among the growing network of stakeholders at the convergence of automotive and technology

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Leverage and retain Ontario's highly skilled talent, and prepare Ontario's workforce for jobs of the future in the automotive and mobility sector

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Harness Ontario's regional strengths and capabilities, and support its clusters of automotive and technology

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# 9. Meet the OVIN Team

## Automotive and Mobility Team

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## 10. Disclaimers

This report was commissioned by the Ontario Centre of Innovation (OCI) through a Request for Proposals titled “Ontario Vehicle Innovation Network (OVIN) – Annual Comprehensive Sector Report & Quarterly Specialized Reports,” dated August 25, 2023, and has been prepared by Arup Canada Inc. It is one of five reports covering an analysis of Ontario’s automotive technology, electric vehicle and smart mobility landscape while incorporating implications for the sector’s skills and talent landscape.

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