

Automotive

- **A major player.** Canada accounts for 16 percent of vehicle production in North America. With more than 1,300 companies (including some of the world's largest producers), annual revenues of \$71 billion and exports of more than \$53 billion, Canada continues to play an important role in the automobile manufacturing value chain.
- **On-going investment.** Annual capital investment in Canada's automotive industry averaged \$3 billion from 2002 to 2011; during the same period, annual R&D investment averaged more than \$460 million. Key R&D areas include electric vehicles, alternative fuels, mechanical engineering, engine and transmission design, advanced materials, emissions, biomechanics and vehicle safety.
- **Reputation for manufacturing excellence.** Independent studies consistently rank Canada's auto sector highly for productivity and quality. Canadian assembly plants enjoy a global reputation for exceptional quality and have won one-third of all J.D. Power and Associates awards for plant quality in North America since 1990.
- **Deep talent pools.** Canada's automotive workforce of more than 111,000 people is known for its low turnover rate, and strong work ethic, reliability, quality and productivity. Canada's top-quality educational institutions ensure a continuous supply of qualified graduates in engineering, machining, metalwork, welding, robotics, manufacturing systems and service, as well as tool-and-die making.

Machinery and Equipment

- **A world-class player.** With nearly 8,700 companies and a direct-production labour force of more than 113,000, Canada's machinery and equipment industry recorded sales of \$44.8 billion in 2011; exports accounted for 68 percent of all sales. After a lull during the 2008-2009 global slowdown, export sales have resumed their growth—a reflection of Canada's growing reputation for excellence in international markets.
- **International investments.** Canada's machinery and equipment manufacturing sector attracted \$5.8 billion worth of international investment in 2010, an increase of 75 percent since 2005. Foreign investors are attracted to Canada's skilled workforce and specialization in advanced materials, hybrid technologies and intelligent systems, machinery and plant design.
- **Local opportunities.** The industry also benefits from Canada's wealth of major capital investment projects in oil and gas, mining, power generation and transportation.