

Canada's World-class Automotive Infrastructure Attracts Investment



Neil Macdonald,
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CANADA IS ONE OF THE WORLD'S LEADING VEHICLE manufacturers, recognized not only for the exceptional quality and the outstanding productivity of its skilled workforce, but also for its generous R&D tax credits and extensive opportunities for collaboration with world-class universities and research institutes.

Canada's track record of automotive success, built on a healthy fiscal climate, business-friendly governments at all levels and exceptionally skilled workers, continues to set the global standard for manufacturing excellence. General Motors' (GM) Oshawa, Ontario assembly plant is exemplary of the success that attracts and sustains foreign investment in Canada.

Beacon Project investments create opportunities for GM's Oshawa assembly plant

In 2005, General Motors announced the largest and most comprehensive private investment in Canadian automotive history. Following agreements with the Ontario and federal governments, General Motors announced a \$2.5-billion investment in its Canadian operations. GM's "Beacon Project" investments aimed to strengthen automotive engineering, R&D and manufacturing capabilities in Canada. The Beacon Project has funded new vehicle programs, enhanced vehicle engineering activities, flex manufacturing, employment skills and training, environmental leadership and the creation of a new Canadian Automotive Innovation Network.

"These important investments in Oshawa, Canada would not have been possible without the strong partnership GM has with the federal, provincial and local governments," says Neil Macdonald, Vice-president Corporate Affairs and Chief Counsel for General Motors of Canada. "GM believes Canada is a great place to do business. These investments are a tribute to our employees' reputation for the industry's best quality and productivity."

The Oshawa assembly plant's quality record is exceptional. In the past eight years, the plant has received four Gold and three Silver Awards for plant quality in North America in the annual J.D. Power and Associates Initial Quality Study. In 2008, GM's Oshawa car plant was recognized with the prestigious J.D. Power and Associates "Founder's Award" in recognition of its commitment to excellence and a solid track record of industry leading performance.

Flexible manufacturing line helps GM adapt to changes in market

Major investments in flexible manufacturing processes and technologies, as part of the expansion at the Oshawa assembly plant, enable the company to adapt quickly to market shifts and to produce a multitude of vehicle models and platforms on the same assembly line. In 2010, the fruits of these investments became readily apparent.

In February 2010, GM's Oshawa assembly plant announced plans to add a new shift to its state-of-the-art Flexible Manufacturing Line, to prepare for the 2011 launch of the Chevrolet Camaro convertible and the all-new Buick Regal. These new products will be built alongside the hot-selling Chevrolet Camaro.

"The addition of the second shift is terrific news for our employees, the Canadian Auto Workers' union, suppliers and the community," adds Macdonald. "We're exceptionally proud of the quality record of this plant and we look forward to supplying customers with these exciting new models."

The Oshawa assembly plant has been working Saturday overtime since June of 2009, and this continues into 2010 to keep pace with strong customer demand for the Chevrolet Camaro. Within just three months of its launch, the Camaro quickly became the top-selling car in its class.

The combination of skilled labour, R&D expertise, and public support continues to contribute to Canada's track record of success in the automotive industry.