



JAMA  Canada

# ON THE ROAD TOGETHER: *in Canada*

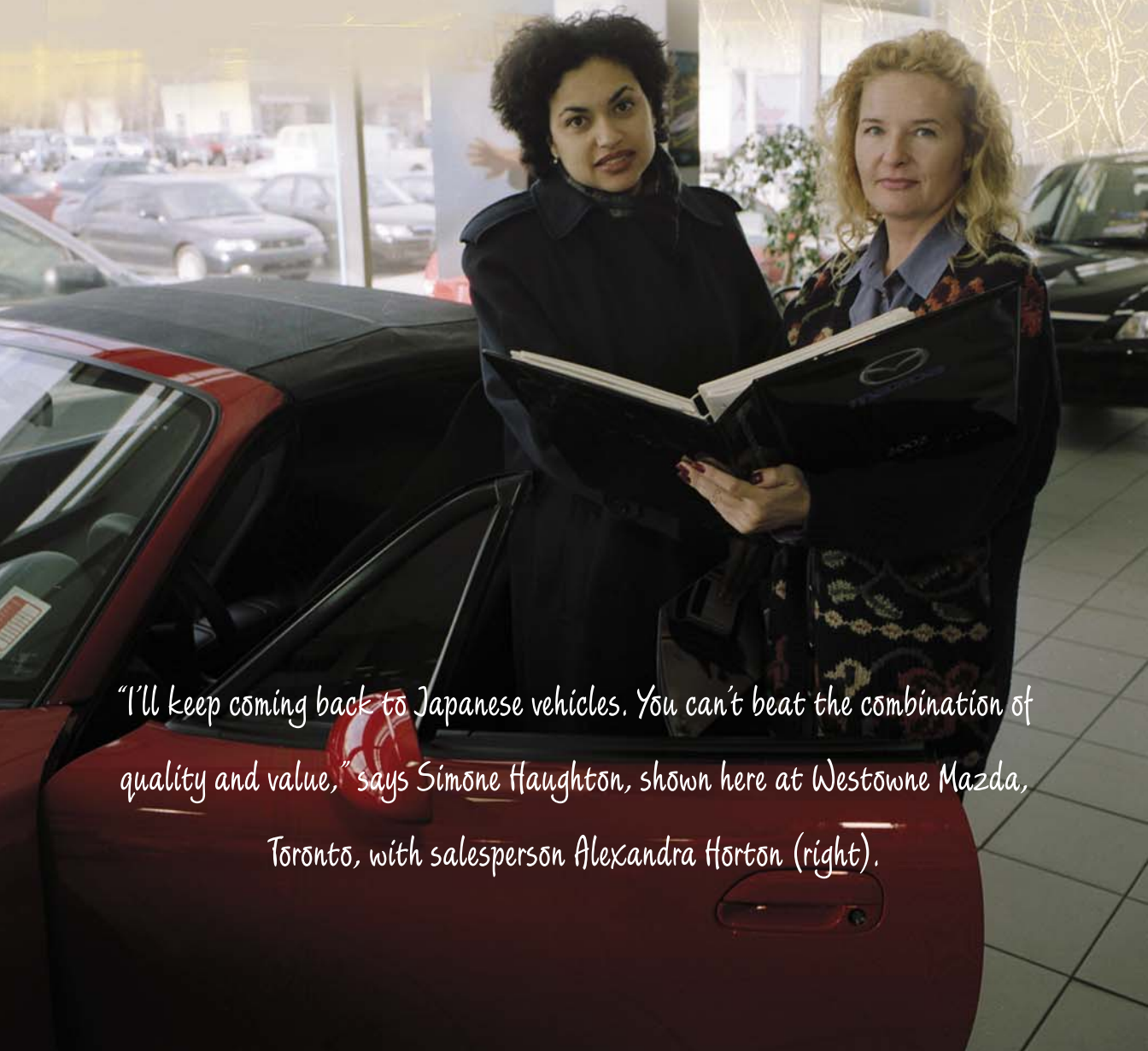
 Japan Automobile Manufacturers Association of Canada 

# Giving consumers value and reliability

For over 30 years, Japanese brand automobiles have been selling extremely well in Canada for a number of reasons, not the least of which are value and reliability. Whether these vehicles were made in Canada, Japan, the US or Mexico, automobile journalists and analysts have bestowed accolades and awards in many categories, including overall value for money, high resale value, low frequency of repair and high reliability.

Consumers, too, have voted...with their wallets. In 2001, JAMA Canada members produced five of the top 10 selling cars in this country. In first place, for the fourth year in a row, was Honda Civic, with 66,255 units sold; third was Mazda Protegé (46,323 units); sixth, Toyota Corolla (39,161 units); seventh, Honda Accord (28,383 units); and ninth, Nissan Sentra (25,616 units.)

Japanese automakers are also moving ahead with cutting edge technologies, such as gas-electric hybrid cars, to provide safer and more environmentally friendly vehicles that stimulate marketplace competition, which ultimately benefits all Canadian car buyers.



*"I'll keep coming back to Japanese vehicles. You can't beat the combination of quality and value," says Simone Haughton, shown here at Westowne Mazda, Toronto, with salesperson Alexandra Horton (right).*

# Helping to drive the Canadian economy

A total of 430,000 “Japanese” vehicles were sold in Canada, to Canadians, in 2001. Some were built in Canada. Others were imported from Japan, from Mexico and from the U.S.

A total of 617,000 “Japanese” vehicles were built in Canada, by Canadians, in 2001. Some were sold in Canada. The majority, however, were exported mainly to the US but also to other countries, including Japan.

The difference between the number sold and the number built is 197,000 vehicles, representing net exports that contribute to Canada’s trade balance. Since 1993, net exports have totaled 1.3 million units.

JAMA Canada members have also helped drive Canada’s economy by creating tens of thousands of jobs and by investing billions of dollars in vehicle assembly plants, which in turn have attracted parts manufacturing operations. Relationships created in the process have led to the transfer of both product and process technologies that have helped Canada become more globally competitive.

A man wearing a dark blue Toyota cap and a black jacket is smiling and standing in a vehicle assembly plant. In the background, a white car is being loaded onto a yellow railway car. The scene is brightly lit, suggesting an indoor or well-lit outdoor environment.

*Vehicles are loaded on railway cars at the Toyota plant in Cambridge, under the watchful eye of Terry Jiggins, group leader of the marshaling yard. “We ship about 50 weeks a year,” Jiggins says. Last year, 127,489 Canadian-made Toyotas went to a number of countries including the US, Puerto Rico, Japan,*

# Manufacturing vehicles in Canada

In 2001, as a result of strong demand and expanded capacity, Alliston, Ontario became the second largest vehicle-producing centre in Canada after General Motors' Oshawa operations. Alliston is home to Honda of Canada Manufacturing, which invested \$1.7 billion to create two connected plants that employ 4,200 associates and have the capacity to build 360,000 vehicles annually. HCM builds five models: Civic, Acura 1.7EL and MDX, Odyssey and the new Pilot.

Toyota Motor Manufacturing Canada in Cambridge, Ontario employs 3,100 Canadians. By 2003, it will become the first plant outside Japan to produce a Lexus model, the RX 300. Total investment in TMMC will reach \$2.9 billion next year and the plant will have a 220,000 unit annual capacity. TMMC currently makes three models: Corolla, Matrix and Camry Solara.

CAMI Automotive, the Suzuki/General Motors joint venture in Ingersoll, Ontario has invested \$1 billion, giving it the potential to build 200,000 vehicles per year. In 2002, it employed 1,900 team members. CAMI builds the Suzuki Vitara and Chevrolet Tracker, in both 2- and 4-door models.

By 2003, combined production capacity for the three plants will be 780,000 vehicles per year. Each plant is integrated into the civic and economic life of its respective host community and in each case, the operation represents a significant presence within the municipality in which it is located.



*Don Armstrong, community manager, TD Canada Trust in Ingersoll and a former Chamber of Commerce president, confirms that the CAMI plant is a key economic driver in the city. "One thing people rarely think of is that our residential tax base has been stable for years, largely because it is supported by CAMI," he says.*

# Auto parts investments and technology transfer

By the start of 2002, 39 Japanese-affiliated auto parts, materials and machine tool manufacturing plants had set up in Canada, joining a host of domestic suppliers. What's more, as a result of plant expansions among Japanese automakers in North America, even more new parts-related investment in Canada is on the way.

In many cases, in addition to serving the Canadian market, parts are exported to the US and other countries. In some cases, parts manufacturing operations share know-how and Canadian-developed technology with international partners to create mutual benefits. For example, foam technology developed in Canada by the Woodbridge Group is being used at three joint venture plants in Japan.

Beyond simply representing investment and providing Canadian jobs, these parts manufacturers are part of the technology transfer process internationally that has helped to make Canada a participant in, and beneficiary of, the global automotive economy.



*Lawrence Lindsay, lead associate, oversees the hydroforming of the main structural member for a Honda Civic subframe assembly at*

*F&P Manufacturing in Tottenham, Ontario. The process, developed in Canada, has been exported to Japan where it is used at F&P's mother plant.*

*"We can turn out about 1,800 units a day," says Lindsay.*

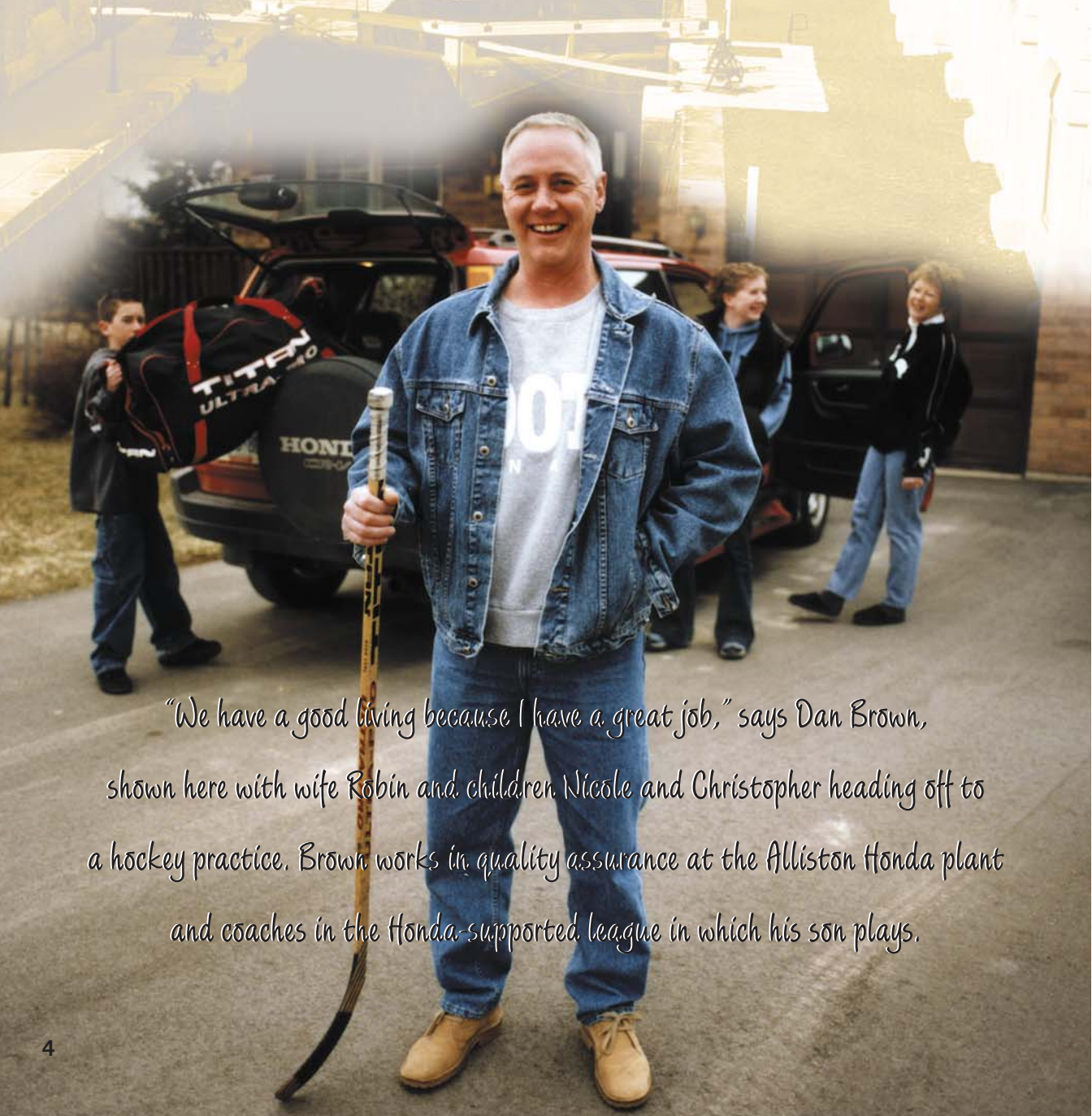
# Jobs for Canadians

More than 53,000 Canadians enjoy rewarding full-time employment as a result of the activities of JAMA members in Canada, whether it is in import/export trade, distribution, manufacturing or sales and service at more than 1,000 Canadian dealerships.

Currently, 9,000 associates are directly employed in vehicle manufacturing while another 12,700 work in the materials, machine tool and auto parts manufacturing sectors.

Dealerships from coast to coast provide jobs for 30,000 individuals while national sales account for 1,725 positions.

There are also thousands of indirect jobs created in ancillary functions such as train and truck transportation, port operations, advertising and in the wide array of services and products consumed in related activities.



*"We have a good living because I have a great job," says Dan Brown, shown here with wife Robin and children Nicole and Christopher heading off to a hockey practice. Brown works in quality assurance at the Alliston Honda plant and coaches in the Honda-supported league in which his son plays.*

# A part of the social and economic fabric

As a group, JAMA Canada members are an integral part of the Canadian auto industry...an industry that is vital to the economic health of the country.

Since 1986, more than five million “Japanese” vehicles have rolled off Canadian assembly lines and four out of five have been exported. Of course, healthy trade is a two-way street, and vehicles are imported to meet the various needs of Canadian consumers. But since 1993, exports from Canada have outnumbered all imports, whether they come from Japan, Mexico or the US, by a cumulative total of more than 1.3 million vehicles. That’s good news for Canada’s international trade.

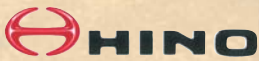
JAMA Canada members have also become part of the social fabric of the country, through support of family literacy activities, sports sponsorships including Olympic and Special Olympic teams, donations of vehicles to technical schools and seniors’ programs, and dealer-supported community activities.



*Nissan Canada is a major supporter of the Meals on Wheels program. “It’s both needed and appreciated by the recipients of the meals,” says Andrew Giedroys, pictured in the kitchens of Toronto’s Scott Mission which sends out an average of 120 meals per day using six vehicles, three supplied by Nissan Canada.*

# JAMA Canada

The Japan Automobile Manufacturers Association of Canada is a non-profit trade association established in 1984 to promote greater understanding of trade and economic matters in the automotive sector and to encourage closer cooperation between Canada and Japan. Current members include:



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