

The Japanese Auto Industry in Canada – rising to the challenge

Japanese brand automakers first arrived in Canada back in 1965 – small players eager to squeeze into a big car market. Ever since, the auto industry in Canada and around the world has undergone constant and dramatic change: including oil shocks, stricter regulations, trade policy, intense competition, currency fluctuations and disruptive technologies to name a few. Fortunately, Japanese automakers were ready, resilient and up to the challenge.



Unrivaled growth

Japanese-brand auto manufacturing output in Canada has nearly doubled since 2000

Since 1965, approximately 17.2 million Japanese badged vehicles have been sold to Canadians. With rising sales and market share, the first Japanese auto manufacturing plant in Canada opened in Alliston in 1986, and others followed soon after.



17.2 million

Vehicles sold in Canada since 1965

With a pragmatic belief in ‘building where you sell’, Japanese automakers have steadily strengthened their commitment to the Canadian auto industry, thereby creating high quality jobs in distribution, sales, service, manufacturing, exporting, and importing motor vehicles and auto parts. In fact, we build more vehicles than we sell, and export more than we import.



\$12.7 billion

Cumulative investment in auto manufacturing since 1985



19.3 million

Vehicles built in Canada since 1986

With a relatively small domestic market in Canada, the heart of this growing localization has been trade liberalization, from the Auto Pact to NAFTA, along with a highly skilled and globally competitive Canadian workforce. What’s more, Canada has new diversified trade agreements with Asia Pacific (CPTPP) and Europe (CETA), which level the playing field and offer new opportunities for expanded trade.

2018 in perspective: focused on steady, long-term growth

Canada's Japanese brand auto industry remains resilient in the face of global trade and economic uncertainty over the past year. While Canada's trade-dependent economy derives significant benefits from the robust, rules-based global trade system, it is also important for JAMA Canada members that our success continues to be a made-in-Canada story.



46.5%

Nearly half of Canada's light vehicle production in 2018



7

Manufacturing plants, including light vehicles, trucks and engines



Made in Canada

In 2018, Japanese automakers in Canada built 1.27 vehicles for Japanese-brand vehicle sold in Canada



1,238

Dealerships across Canada



64

Auto parts and related plants



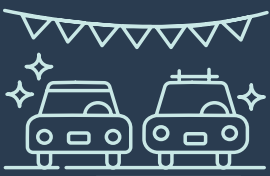
80,531

Canadians directly and indirectly employed



\$1.9 billion

New investment in advanced manufacturing in 2017/2018



733,000 units

Posted the fifth year of record sales in 2018



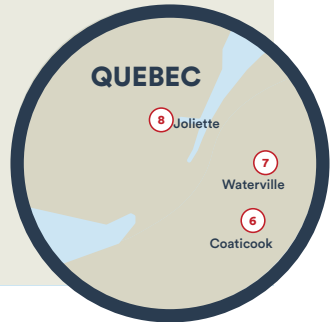
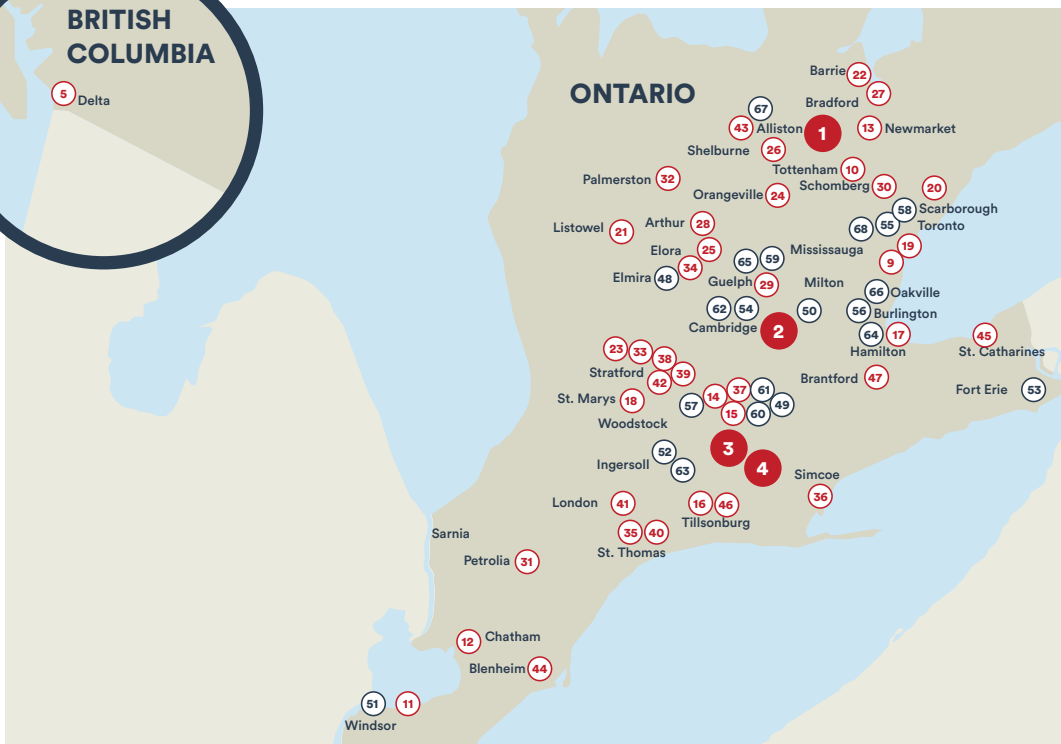
200,000

Canadian jobs supported through direct, intermediate, and spin-off employment, according to a 2017 study



Japanese-brand Vehicle & Parts Manufacturing Plants in Canada

- Light Vehicle, Truck and Engine Production
- Auto Parts
- Materials, Machine Tools, Sub-Assembly & Services



Manufacturing Employment in Canada

Total 33,025

Vehicle Manufacturing	12,306
Auto Parts	18,120
Materials, Machine Tools, Sub-Assembly & Services	2,599

Light Vehicle, Truck and Engine Production

1. Honda of Canada Manufacturing (2 vehicle and 1 engine plant, Alliston)
2. Toyota Motor Manufacturing Canada (Cambridge North and South plants)
3. Toyota Motor Manufacturing Canada (Woodstock)
4. Hino Motors Canada, Ltd.

Auto Parts

5. Canadian Auto Parts Toyota (BC)
6. Waterville TG (Coaticook)
7. Waterville TG Inc. (Waterville)
8. Bridgestone Canada Inc. (Joliette)

9. NTN Bearing Mfg. Canada
10. F & P Mfg Inc.
11. TRQSS, Inc.
12. MSSC Canada
13. TS Tech Canada Inc.
14. Vuteq Canada Inc.
15. Bridgestone Canada Inc.
16. Freudenberg-NOK
17. Tasus Canada Corporation
18. INOAC Interior Systems LP
19. ABC INOAC Exterior Systems
20. Trimont Manufacturing Inc.
21. Listowel Technology Inc.
22. ACG Automotive Canada Inc.
23. Dyna-Mig, A Division of F & P Mfg., Inc.
24. Sanoh Canada, Ltd.
25. Jefferson Elora Corp.
26. KTH Shelburne Mfg. Inc.
27. Kumi Canada Corporation
28. Musashi Auto Parts Canada Inc.
29. Denso Manufacturing Canada, Inc.
30. Showa Canada Inc.
31. Waterville TG Ontario
32. TG Minto Corporation
33. FIO Automotive Canada Corp.
34. Toyota Boshoku Canada Inc.
35. Amino North America Corporation
36. Toyotetsu Canada, Inc.
37. Toyota Boshoku Canada Inc.
38. Aisin Canada Inc.
39. Hayashi Canada Inc.
40. Takumi Stamping Canada Inc.

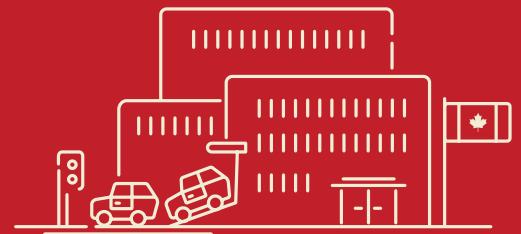
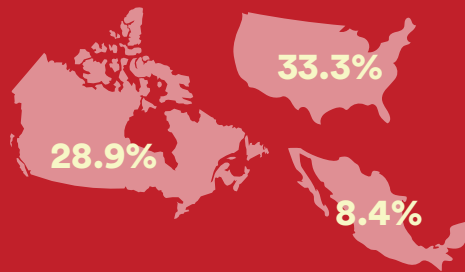
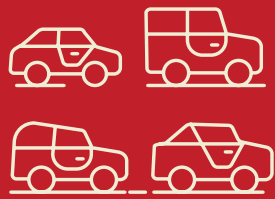
41. Arvin Sango Canada Inc.
42. TG Minto Corporation - Stratford Plant
43. Howa Canada Manufacturing Inc.
44. Blenheim Interior Trim
45. THK Rhythm Automotive (St. Catharines)
46. THK Rhythm Automotive (Tillsonburg)
47. Mitsui Hi-Tec Canada

Materials, Machine Tools, Sub-Assembly & Services

48. Sanyo Canadian Machine Works Inc.
49. Canada Mold Technology Inc.
50. SMC Pneumatics (Canada) Ltd.
51. DJ Galvanizing
52. Coilplus Canada Inc.
53. Durez Canada Company, Ltd.
54. Maple Automotive Corp. (Cambridge)
55. Kintetsu World Express (Canada) Inc.
56. Horiba Automotive Test Systems Inc.
57. Toyota Tsusho Canada, Inc. (Woodstock)
58. Tsubaki of Canada Ltd.
59. NGF Canada Limited
60. Green Metals Canada, Inc.
61. Maple Automotive Corp. (Woodstock)
62. Toyota Tsusho Canada, Inc. (Cambridge)
63. Autrans Corporation Ingersoll Plant
64. Jervis B. Webb Company of Canada, Ltd.
65. KWE Guelph
66. Omron Automotive Technologies
67. Simcoe Parts Service Inc.
68. Nippon Express Canada

Strengthening partnerships through open trade

Liberalized trade and open competition bring greater choice, along with innovation in vehicle safety, lower emissions, higher fuel efficiency and alternative power trains. Modernizing NAFTA and diversifying trade in the CPTPP in 2018 will level the playing field on import vehicle tariffs and strengthen the trade relationship between Canada and Japan. Since 1993, Canada has exported 5 million more Japanese-brand vehicles than were imported from all countries during the same period.



3.7 times

In 2018, Canada exported 3.7 times more Japanese-brand vehicles than it imported from Japan

70.6%

of Japanese-brand sales in Canada were built in NAFTA in 2018

78% export ratio

Canada exported over 726,000 Japanese-brand vehicles in 2018

Continuing to build a globally competitive, economically vibrant, and environmentally friendly auto industry in Canada

Over the past 53 years, the growing presence of JAMA Canada members has helped raise the competitiveness of the Canadian auto industry, and continues to push the boundaries of design, engineering, and innovation for the benefit of consumers, associates & team members, suppliers and dealers across Canada.

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