The Canadian province of Ontario is showcasing its auto tech strengths with a new advertising campaign: **Ontario, Canada: A hub for tomorrow’s EV (Electric Vehicle).** The recent disruption caused when truckers forced the closure of the Ambassador Bridge connecting Michigan and Ontario reminded us how vital the trade link is between the US and Canada for the automobile industry, a link that will further strengthen as the EV hub expands.

Please find a news release from Ontario below. More information on the province’s auto technology strengths can also be found in Ontario’s [Driving Prosperity automotive plan](#) with new media found [here](#).

As the world seeks to diversify from fossil fuels Ontario has recently attracted CAD $4 billion in investment from the auto industry and is uniquely positioned for further growth as an EV manufacturing hub. Canada is the only nation in the Western Hemisphere with access to all the critical minerals required to build EV batteries, and a clean energy mix that is 94% emissions free.

If you are interested in finding out more about Ontario’s plans to transform into a hub for EV manufacturing do not hesitate to get in touch. We have senior members of the provincial government available to speak.

Many thanks

Jenny
Ontario, Canada: A Hub for Electric Vehicle Manufacturing

Canadian province has attracted CAD$4 billion in EV auto industry investment

TORONTO – The Canadian province of Ontario is showcasing its auto tech strengths with a new advertising campaign: Ontario, Canada: A hub for tomorrow’s EV.

The campaign builds on the momentum of major EV announcements from Ford, Stellantis and General Motors, which are collectively investing more than CAD $4 billion in their EV assembly operations in Ontario. Showcasing the province’s auto technology strengths on the global stage is one of the action items of Ontario’s Driving Prosperity automotive plan.

Click this link to view the 90-second video: “Ontario, Canada: A hub for tomorrow’s EV”

Ontario has a well-established history of producing cars, stretching back more than 100 years when the first large-scale production of automobiles began in Walkerville in 1904 with the Ford Model “C”.

Ontario’s auto sector is second only to Michigan in terms of North American vehicle production. In 2020, Ontario manufactured 1.36 million vehicles, with Michigan producing 1.54 million. As part of the only nation in the Western Hemisphere with access to all the critical minerals required to build EV batteries, and a clean energy mix that is 94% emissions free, Ontario is poised to expand its EV manufacturing prowess.

Ontario’s vehicle and parts manufacturing industry collectively employs almost 100,000 skilled workers with about 85% of production exported globally. In addition to its advanced manufacturing strengths, Ontario also has the second largest IT cluster in North America, offering a diverse pipeline of highly skilled automotive and technology workers required to advance EV manufacturing and battery technologies.

The integrated and multi-language advertising campaign will run in the U.S., France, Germany, South Korea and Japan to highlight why the province is perfectly positioned to build the car of the future.

Advertising creative was developed by Publicis Canada, with media buying managed by CARAT (Dentsu) and U.S. public relations support provided by Edelman Global Advisory.

View an online portfolio of the campaign creative.

For more information:

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