



Canada-Japan Economic Partnership Agreement

**Tokyo, Japan
November 2, 2012**



Opening Observations

- **The Auto Industry is highly important to the economies of Japan and Canada**
- **We support all activities that strengthen our countries in the global auto world**
- **Canada & Japan share many common issues**
- **Strong currencies, low investment levels in the short term & rapid technological change**



Top 15 Countries

Light Vehicle Production

Country	2010	Rank		Country	2015	Rank
China	16,770,258	1		China	24,500,000	1
Japan	9,099,771	2		United States	10,921,072	2
United States	7,634,573	3		Japan	9,050,000	3
Germany	5,464,913	4		Germany	6,079,065	4
South Korea	4,185,591	5		India	4,850,000	5
India	3,241,799	6		South Korea	4,425,000	6
Brazil	3,168,323	7		Brazil	4,158,073	7
Spain	2,379,177	8		Mexico	2,832,323	8
Mexico	2,257,617	9		Russia	2,600,000	9
France	2,222,441	10		France	2,517,745	10
Canada	2,062,653	11		Canada	2,346,605	11
Thailand	1,633,937	12		Spain	2,301,913	12
United Kingdom	1,433,109	13		Thailand	2,125,000	13
Russia	1,392,242	14		United Kingdom	1,575,557	14
Turkey	1,066,199	15		Turkey	1,265,321	15
Total Top 15 Countries	64,012,603				81,547,674	
% Total LV Production	90.3%				90.0%	
Total LV Production	70,908,291				90,585,000	

BRIC 24,572,622
34.7%

36,108,073
39.9%



Top 15 OEMs (By Brand Owner)

Light Vehicle Production

Brand Owner	2010	Rank	Brand Owner	2015	Rank
Toyota Motor	7,503,758	1	Volkswagen	9,162,658	1
Volkswagen	7,449,789	2	Toyota Motor	9,086,693	2
General Motors	7,375,902	3	General Motors	8,942,123	3
Renault/Nissan	6,487,714	4	Renault/Nissan	7,820,135	4
Hyundai Motor Group	5,801,252	5	Ford Motor	7,083,840	5
Ford Motor	5,077,434	6	Hyundai Motor Group	6,651,303	6
Honda Motor	3,467,659	7	PSA/Peugeot-Citroen	4,164,269	7
PSA/Peugeot-Citroen	3,208,742	8	Honda Motor	4,029,715	8
Fiat Group	2,336,551	9	Fiat Group	2,981,745	9
Chrysler	1,572,015	10	Chrysler	2,332,151	10
Daimler	1,545,416	11	Daimler	1,962,582	11
BMW	1,473,898	12	BMW	1,954,854	12
Suzuki Motor	1,361,263	13	Changan Auto	1,750,196	13
Mazda Motor	1,360,956	14	Suzuki Motor	1,570,170	14
SAIC-Wuling	1,179,852	15	Mazda Motor	1,439,134	15
Total Top 15	57,202,201			70,931,568	
% Total LV Production	80.7%			78.3%	
Total LV Production	70,908,291			90,585,000	

Global Auto Industry

- **The Auto Industry is truly a global industry – globally competitive**
- **Technological change is driving platform and powertrain consolidation**
- **OEMs require one engineering point but multiple production points**
- **Free trade optimizes the potential for global Centers of Excellence that drive cost efficiencies.**



Top 15 Platforms

Light Vehicle Production

Platform Design Parent	Platform	Sample Nameplate	2010	Rank	Platform Design Parent	Platform	Sample Nameplate	2015	Rank
Hyundai Motor	HD	Hyundai Elantra	2,027,159	1	Volkswagen	MQB	Volkswagen Golf	3,227,210	1
Toyota Motor	MC	Toyota Camry	1,941,128	2	Hyundai Motor	HD	Hyundai Elantra	2,837,142	2
Suzuki Motor	TC/TY	Dongfeng Xiaokang	1,926,999	3	Ford Motor	C1	Ford Focus	2,519,627	3
Toyota Motor	330N	Toyota Corolla	1,751,443	4	Toyota Motor	MC	Toyota Camry	2,380,631	4
Volkswagen	A5/PQ35	Volkswagen Golf	1,717,831	5	Suzuki Motor	TC/TY	Dongfeng Xiaokang	2,376,379	5
Renault/Nissan	P1/B	Nissan Tiida/Versa	1,600,619	6	Toyota Motor	330N	Toyota Corolla	2,327,541	6
Renault/Nissan	P2/C	Renault Megane	1,457,128	7	Ford Motor	B2e	Ford Fiesta	2,013,712	7
Ford Motor	C1	Ford Focus	1,408,931	8	General Motors	Global Delta	Chevrolet Cruze	1,968,500	8
Suzuki Motor	YN	Maruti Suzuki Swift	1,348,998	9	Suzuki Motor	YN	Maruti Suzuki Swift	1,957,155	9
PSA/Peugeot-Citroen	PF2	Peugeot 308	1,342,249	10	Ford Motor	CD4	Ford Fusion	1,701,991	10
Honda Motor	GCP	Honda Civic	1,283,949	11	Honda Motor	GCP	Honda Civic	1,663,781	11
Mitsubishi Motors	FR	Wuling Sunshine	1,238,466	12	Fiat Group	C/D-Evo	Chrysler 200	1,517,604	12
Honda Motor	GFP	Honda Accord	1,215,595	13	General Motors	Global Gamma	Chevrolet Sonic	1,499,593	13
Hyundai Motor Group	NF/CM	Hyundai Sonata	1,194,266	14	Volkswagen	A04/PQ24mod	Volkswagen Polo	1,457,887	14
PSA/Peugeot-Citroen	PF1	Citroen C3	1,102,252	15	Honda Motor	GFP	Honda Accord	1,456,446	15
Total Top 15 Platforms			22,557,013					30,905,199	
% Total LV Production			31.8%					34.1%	
Total LV Production			70,908,291					90,585,000	

EPA – Good for Canada & Japan

- **From a parts perspective – the EPA is a very positive step forward**
- **Parts coming into Canada are essentially duty free already**
- **Cost competitiveness requires parts markers to be close to assembly plants**
- **Global Centers of Excellence can be cost effective**
- **Supports innovation**



EPA – Good for Canada & Japan

- **Issues for Canada – Origin of Content**
- **Supports engineering development centers in Japan**
- **Supports global engineering development**
- **Any Program that grows both our economies is beneficial**
- **Canada and Japan have a long history of working well together**







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