Ontario and Canada Working Together to Protect Auto Workers from Tariffs

In the face of U.S. tariffs and rising global economic uncertainty, the Ontario government remains focused on strengthening the economy and protecting impacted workers and businesses. As part of this ongoing effort, the provincial and federal governments recently announced an $8.7 billion trade action plan, which included new, joint measures dedicated to fortifying Ontario's automotive industry, protecting good-paying jobs and attracting investment that will enhance the competitiveness of the province.

Despite the impacts of tariffs and trade disputes, Ontario continues to remain a key destination for global automotive manufacturing investment. Earlier this week, Ontario welcomed an $867 million investment from Honda Canada to retool its manufacturing facilities in Alliston and meet the rising demand for next-generation hybrid-electric and gasoline-powered vehicles across the North American market. This investment, which includes the reshoring of engine production to Ontario, is being supported by up to $156 million in funding from the Ontario government. In addition to supporting the production of approximately 400,000 Ontario-made vehicles per year, the project will protect more than 4,000 auto workers in Alliston, as well as over 30,000 indirect jobs and more than 50 local suppliers, further delivering on the government's plan to secure new domestic manufacturing mandates.

"Ontario has long stood at the forefront of global auto manufacturing and in the face of uncertainty, our government is taking dedicated actions to protect our world-class workers and sustain this vital industry," said Vic Fedeli, Minister of Economic Development, Job Creation and Trade. "By bolstering our supply chains and fostering the conditions for investment, we're ensuring that our strategic industries can withstand the pressures of present day and remain resilient for generations to come. Honda's investment is integral to this effort and we look forward to seeing this retooling enhance their Alliston's operations, while further anchoring our workers at the heart of their North American supply chain."

The province will continue to work closely with the federal government and industry partners to protect Ontario jobs in the automotive sector, including the automotive supply chain. As part of the joint trade action initiative, the provincial and the federal governments have committed to investing a combined $2.5 billion over two years in capital projects, enabling manufacturers to invest in modern machinery and upgrade production lines. The partnership will also see the establishment of a Canada-Ontario Automotive Task Force to support the industry's transition and better coordinate the implementation of new measures, in addition to maintaining Canada's greenhouse gas emissions standards for new light-duty vehicles at 2026 levels through the 2029 model year — with annual increases resuming in the 2030 model year, in line with Canada's 2035 electric vehicle target set out in Canada's new Auto Strategy.

Honda's investment signals a strong vote of confidence in the stability, reliability and predictability of the province's economy and the resilience of Canada's automotive supply chain. Since starting production in 1986, Honda Canada has become the second-largest auto manufacturer by volume within the country and the Alliston facility continues to stand as the global lead plant for the Honda CR-V. This latest investment builds on that legacy and positions Ontario as the leading producer for some of the brand's best-selling global models.

Since 2020, Ontario has attracted tens of billions of dollars in new investments in vehicle manufacturing and the battery supply chain. As Canada continues to navigate the impacts of U.S. tariffs and global economic uncertainty, the provincial government remains focused on fortifying its industrial base and diversifying its export partners to protect Ontario's families and workers. By lowering taxes, cutting red tape and fostering the conditions for companies to innovate and expand, the province will establish the most resilient, self-reliant and competitive economy in the G7.

"Canada is an auto nation, now and into the future. By investing $313 million in this project, the federal government is supporting the talent, technology and industrial strength that make Canada a global destination for vehicle manufacturing. Building on the Canada-Ontario Action Plan, we are working together to strengthen two industries at the heart of our economy: investing in the future of auto manufacturing and transforming our steel sector. This investment will strengthen our automotive supply chains, support thousands of well-paying jobs in Ontario and across the country and help build a strong Canadian auto sector where workers build the cars of the future."

- Mélanie Joly
Federal Minister of Industry and Minister responsible for Canada Economic Development for Quebec Regions

"In the face of U.S. tariffs and growing global uncertainty, our government remains focused on protecting Ontario workers, supporting our industries and strengthening our economy," said Brian Saunderson, MPP for Simcoe-Grey. "Honda has been an important part of the Alliston community for decades, providing good-paying jobs and opportunities for generations of local families. Continued investment in the industry is a vote of confidence in our skilled workforce and reinforces Alliston's critical role in Ontario's automotive sector."

- Brian Saunderson
MPP for Simcoe–Grey





TAKE THE THREE SECOND TEST!!!

Turn to any page in this newspaper.
Look at any ad for the count of three. Then turn page.
Tell me what you remember of that ad or page?
Can you recall product?
Can you recall phone number?
Can you recall what was advertised?
Can you recall address?
Can you recall company name?
Can you recall any pictures?
Can you recall any logos?

If little or nothing. You just proven why BUS ADVERTISING, BILL BOARDS ELECTRONIC ROAD SIDE SIGNS do not work.

WHY: - Normally when people are driving they are constantly looking around for all kind of safety reasons. Three seconds tends to be the rule for determining decision making. When looking at a bus. People look for safety first then what is actually on the bus. This compounded with the fragmented artwork due to windows and doors. The average person does not truly see the ad. They notice a bus in motion and maybe the color. Not the messages on it. Much like when you turned the page. You could retain some minute detail but not the whole message.

On a billboard. The key to advertising is simplicity. More than two points. The readers will not be able to retain any information. Therefore the sign will be rendered useless.

Electronic road side signs - Same principle. The high color and light affect in many cases even though appealing. It is also very confusing for the mind to retain any information.

Priority is the wow factor of the brightness, (one second). Then word recognition (two seconds). Finally, understanding of what the eye has just witnessed.

These form of advertising do not generally work and can be very costly. The key or purpose for these forms of media to have an impact. It relies on respecting the three second rule.

What this means is that the message has to be contained and clear as for bus advertising. Many try to put to much in a bus that has windows and moving doors. This making the ads look like a badly composed ransom note.

For Electronic road side signs and signs in general. Most advertisers again do not respect the three second rule.

Drivers, walkers do not sit there and read signs. They glance and move on. If a service or product is needed. It is highly speculated that they will not have a pen and paper ready to take down the advertisers information.

Online advertising/social media. Online/social media advertisement operates on a three click rule. If your viewer fails to go to the particular interest in three clicks. Viewer will just move on and or 'x' it off. Look at the number of 'Likes'.

What is the answer?
Newsprint advertising has gone through some major transformations in the past 15 years. Those, that failed to adjust have fallen, declared bankruptcy.

The bottom line is that newsprint advertising has decades of proven success.

WHY: People like to have information in their hands. Easy access and simple. Anyone can turn a page. Not everyone can find an online site and or afford internet.

Information in news print is reliable and comes from a source known in the community.

Social media has become nothing short of a public toilet. Everyone uses and abuses it. From entities pretending to be reputable companies to the many fraudsters.

Online information has become unreliable and manipulative as it plays on people's weaknesses.

There is no value in no cost. With news print. You pay for a subscription to be assured to have reliable information. Advertisers, they get what they pay for.

VALUE. As newsprint may change but never go away

