

600,000th Silverado rolls out at Oshawa, GM adds $500mn investment

GM Oshawa has made an announcement of nearly $500 million in continued investment at Oshawa Assembly and as the plant marks five years since the return of truck production.

In a news release on the GM website, they shone a spotlight on the GM Oshawa Assembly plant where the 600,000th unit of the Chevy Silverado pickup just rolled off the assembly line since truck production resumed in November of 2021.

GM has planned to distribute the nearly $500 million investment to over the next three years. The Oshawa Assembly is preparing for its next chapter, including production of the refreshed 2027 Chevrolet Silverado HD and the next-generation Chevrolet Silverado HD and GMC Sierra HD.

The 600,000-unit milestone arrives just five years after the facility paused production in December of 2019. Over the past half-decade, the facility has played a major role in the automaker's North American pickup truck production operations, assembling both light-duty and heavy-duty variants of the popular Chevy Silverado.

Mayor Tito-Dante Marimpietri of Oshawa issued a statement following the GM announcement, saying "Oshawa has helped build Canada's automotive industry for more than a century, and General Motors' November 18 announcement reinforces that our city will continue to play a leading role in its future."

He added that "Generations of Oshawa workers, families and businesses have built an extraordinary automotive legacy alongside General Motors. That relationship is part of who we are as a city, but more importantly, it provides a strong foundation for where we are going." According to Mayor Marimpietri,these investments send an important message about Oshawa's continued strength in the automotive industry. In his own words "We have the skilled talent, the experience and the manufacturing excellence to build world-class vehicles today, and the ambition and innovation ecosystem to lead this sector into the future."

Mayor Marimpietri revealed the news at the inaugural Council meeting this week saying that "We brought that story together: a 1914 McLaughlin-Buick truck representing our proud beginnings; a 2026 Chevrolet Silverado HD built right here in Oshawa representing the strength of our industry today; and Project Arrow Borealis representing Canadian innovation and the technologies helping to define the next generation of mobility."

He continued by saying that "more than 100 years separate these vehicles, but they share an unmistakable connection: Oshawa. This is a city that has built things, solved problems and powered economic growth for generations. Automotive manufacturing is part of our DNA, and it remains an important part of our economic future – as the sector continues to evolve, so does our city."

Mayor Marimpietri ended his statement saying that he is incredibly proud that General Motors continues to invest in Oshawa and in the people who have made this city an economic powerhouse.

He made his ambitions for Oshawa's future clear by saying "Oshawa will not simply celebrate its industrial history, we will build on it. We will compete for investment, champion innovation, strengthen advanced manufacturing and create opportunities for the next generation. Oshawa helped build Canada's automotive industry. Today, we are demonstrating that we intend to help lead its future."

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