

June 16, 2026

Right Honourable Mark Carney
Prime Minister of Canada
House of Commons
Ottawa, Ontario, K1A 0A6

VIA EMAIL: mark.carney@parl.gc.ca

Dear Sir:

Re: Resolution Supporting Canada North Vehicles Initiative

Please be advised that the Town of New Tecumseth Council passed the following resolution at their meeting of June 15, 2026:

The automotive sector is a foundational industry in the Town of New Tecumseth and Simcoe County, with over 40 years of investment and employment supported by major manufacturers, including Honda Canada Manufacturing.

The Canadian automotive industry is facing increasing pressures due to evolving global trade dynamics, tariffs, and market uncertainty, creating a need for greater economic resilience and diversification.

Canada's auto sector remains highly concentrated within North American export markets, increasing vulnerability to external trade pressures.

Canadian-built vehicles are recognized for their durability in extreme climates, high safety and quality standards, resilience to corrosive conditions, and strong environmental and technological performance.

There is currently no unified national identity or branding that distinguishes Canadian-built vehicles in domestic or international markets, limiting awareness and competitive positioning.

The Town of New Tecumseth is the founding municipality of the Canada North Vehicles Initiative, which has been advanced in collaboration with the Simcoe County Auto Mayors to create a unified national branding and market-positioning effort for Canadian-built vehicles.

The Canada North Vehicles Initiative proposes the creation of a recognizable symbol for Canadian-made vehicles to promote domestic awareness, support export diversification, and strengthen Canada's global automotive identity.

The Town of New Tecumseth, through the Simcoe County Auto Mayors, has formally advocated to the federal government for structural improvements to the Federal Auto Strategy, including the inclusion of the Canada North Vehicles Initiative.

The Government of Canada, through the Prime Minister's Office, has acknowledged this advocacy and indicated its intention to continue dialogue on strengthening Canada's automotive sector.

Now Therefore Be It Resolved That the Resolution supporting Canada North Vehicles Initiative be received;

And Further That Council formally endorses the Canada North Vehicles Initiative as a strategic effort to strengthen the resilience, competitiveness, and global positioning of Canada's automotive sector;

And Further That Council supports the development and promotion of a unified "Canada North Vehicles" identity, including the use of a recognizable symbol for Canadian-built vehicles in both domestic and international markets;

And Further That Council directs staff to continue to lead and collaborate with municipal partners, industry stakeholders, and other orders of government to advance the Canada North Vehicles Initiative and identify opportunities for implementation and advocacy;

And Further That Council requests that the Government of Canada formally consider and integrate the Canada North Vehicles Initiative into its broader Federal Auto Strategy to support export diversification, industry competitiveness, and domestic awareness;

And Further That Council directs that a copy of this resolution be forwarded to: the Right Honourable Prime Minister of Canada, the Minister of Industry, the Minister of Transport, the Minister of Environment and Climate Change, the Minister of Economic Development, the Premier of Ontario, Local Members of Parliament and Provincial Parliament, Simcoe County and Simcoe County municipalities and the Simcoe County Auto Mayors Association.

Yours truly,

A handwritten signature in cursive script that reads "Pam Slowleigh".

Pamela Slowleigh
Manager, Legislative Services / Deputy Clerk

Cc: The Honourable Melanie Joly, Minister of Industry, melanie.joly@parl.gc.ca
The Honourable Prabmeet Singh Sarkaria, Minister of Transportation, prabmeet.sarkaria@pc.ola.org
The Honourable Julie Dabrusin, Minister of the Environment, Climate Change and Nature, julie.dabrusin@parl.gc.ca
The Honourable Victor Fedeli, Minister of Economic Development, Job Creation and Trade, vic.fedeli@pc.ola.org
The Honourable Doug Ford, Premier of Ontario, premier@ontario.ca

Local Members of Parliament

MP Terry Dowdall (Simcoe-Grey), terry.dowdall@parl.gc.ca
MP Adam Chambers (Simcoe North), adam.chambers@parl.gc.ca
MP Doug Shipley (Barrie-Springwater-Oro-Medonte), Doug.Shipley@parl.gc.ca
MP John Brassard (Barrie South-Innisfil), john.brassard@parl.gc.ca

Local Members of Provincial Parliament

MPP Brian Saunderson (Simcoe–Grey), brian.saunderson@pc.ola.org
MPP Jill Dunlop (Simcoe North), Jill.Dunlop@pc.ola.org
MPP Doug Downey (Barrie-Springwater-Oro-Medonte), Doug.Downey@pc.ola.org
MPP Andrea Khanjin (Barrie-Innisfil), Andrea.Khanjin@pc.ola.org

Simcoe County, clerks@simcoe.ca

Simcoe County municipalities

Clearview Township - clerks@clearview.ca
Essa Township - scorbett@essatownship.on.ca
Tay Township - clerk@tay.ca
Town of Bradford West Gwillimbury - clerk@townofbwg.com
Town of Collingwood - clerk@collingwood.ca
Town of Innisfil - clerksoffice@innisfil.ca
Town of Midland - clerks@midland.ca
Town of Penetanguishene - kcole@penetanguishene.ca
Town of Wasaga Beach - clerk@wasagabeach.com
Township of Adjala-Tosorontio - clerk@adjtos.ca
Township of Oro-Medonte - yaubichon@oro-medonte.ca
Township of Ramara - ramara@ramara.ca
Township of Severn - clerk@severn.ca
Township of Springwater - clerks@springwater.ca
Township of Tiny - clerks@tiny.ca

Simcoe County Auto Mayors Association

Mayor Jennifer Coughlin, Township of Springwater, jennifer.coughlin@springwater.ca
Mayor Scott Anderson, Township of Adjala-Tosorontio, sanderson@adjtos.ca
Mayor James Leduc, Town of Bradford West Gwillimbury, jleduc@townofbwg.com
Mayor Doug Measures, Township of Clearview, dmeasures@clearview.ca
Mayor Yvonne Hamlin, Town of Collingwood, yhamlin@collingwood.ca
Mayor Sandie Macdonald, Township of Essa, smacdonald@essatownship.on.ca
Mayor Lynn Dollin, Town of Innisfil, officeofthemayor@innisfil.ca
Mayor Doug Rawson, Town of Penetanguishene, drawson@penetanguishene.ca