
September 10, 2026

Sent via email: mark.carney@parl.gc.ca

The Right Honourable Mark Carney
Prime Minister of Canada
80 Wellington Street
Ottawa, ON K1A 0A2

RE: Canada North Vehicles Initiative

Please be advised at its Regular Meeting on September 2, 2026, Council of the Township of Springwater passed the following resolution:

Resolution C417-2026

Moved by: Councillor Garwood

Seconded by: Deputy Mayor Cabral

Whereas 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; and

Whereas 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; and

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

Whereas 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; and

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

Whereas 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; and

Whereas 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; and

Whereas 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; and

Whereas 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:

1. 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;
2. 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;
3. 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;
4. 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
5. 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 Premier of Ontario
- Local Members of Parliament and Provincial Parliament
- Simcoe County municipalities
- Simcoe County Auto Mayors Association

Carried

The Town of New Tecumseth's Resolution has been enclosed for your review.

Thank you for your attention to this matter.

Kindly,



Renée Ainsworth

Acting Chief Administrative Officer / Clerk and Director of Corporate Services

renee.ainsworth@springwater.ca

Encl.

cc. Hon. Mélanie Joly, Minister of Industry, melanie.joly@parl.gc.ca
Hon. Steven MacKinnon, Minister of Transport, steven.mackinnon@parl.gc.ca
Hon. Julie Aviva Dabrusin, Minister of Environment and Climate Change,
julie.dabrusin@parl.gc.ca
Doug Ford, Premier of Ontario, premier@ontario.ca
Hon. Doug Downey, MPP Barrie-Springwater-Oro-Medonte,
doug.downey@pc.ola.org
Doug Shipley, MP Barrie-Springwater-Oro-Medonte, doug.shipley@parl.gc.ca
All Simcoe County Municipalities, clerk@adjtos.ca
clerk@townofbwg.com
clerks@clearview.ca
clerk@collingwood.ca
kpascoe@essatownship.on.ca
clerksoffice@innisfil.ca

clerks@midland.ca
clerk@newtecumseth.ca
yaubichon@oro-medonte.ca
clerks@penetanguishene.ca
clerks@ramara.ca
agray@severn.ca
kjohns@tay.ca
clerks@tiny.ca
clerk@wasagabeach.com

Simcoe County Auto Mayors Association, norcross@newtecumseth.ca