

UPDATE ON BRAMPTON'S AUTO FORUM

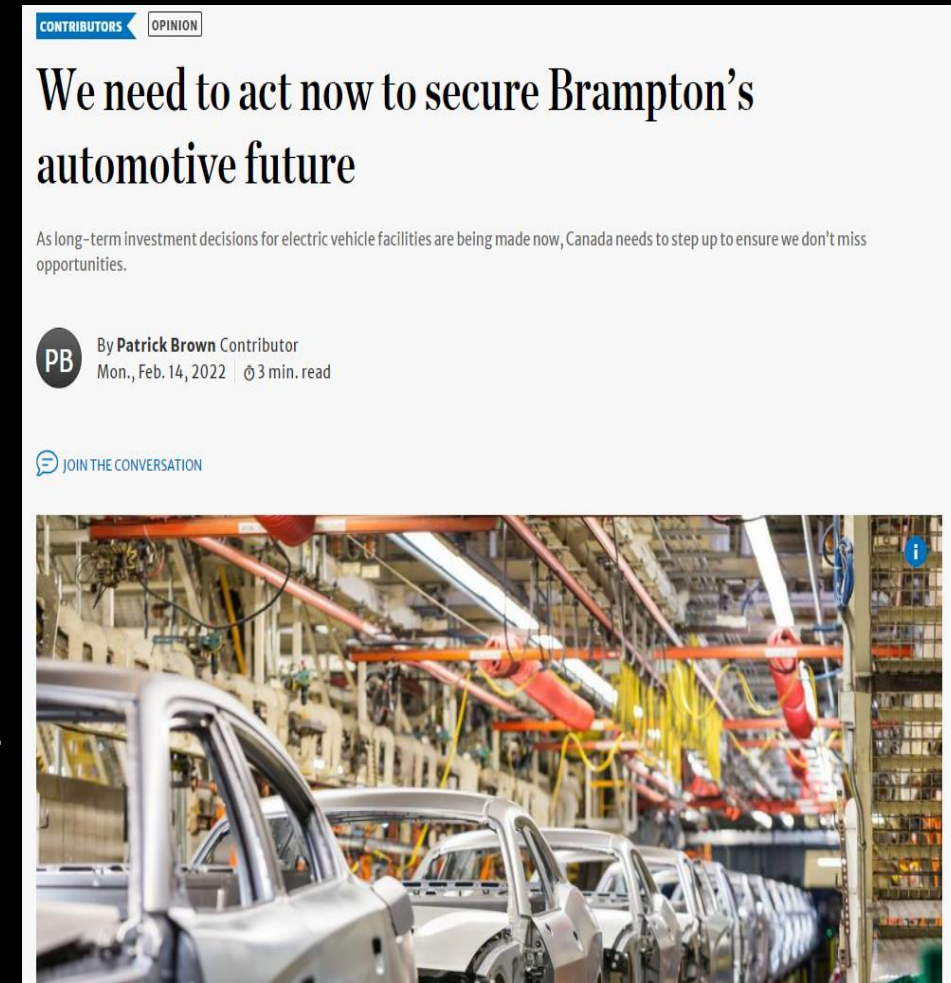
*Presented by:
Daryl Van Moorsel, Sector Manager*

DIRECTION & OBJECTIVES

- December 2021: UNIFOR Local 1285 delegation – Stellantis Brampton Assembly Plant, EV investments
- Economic Development Office & Strategic Communications working with UNIFOR to:
 - Reinforce importance of Stellantis Brampton Assembly Plant in Brampton
 - Highlight impact of Plant to Brampton jobs and economic development

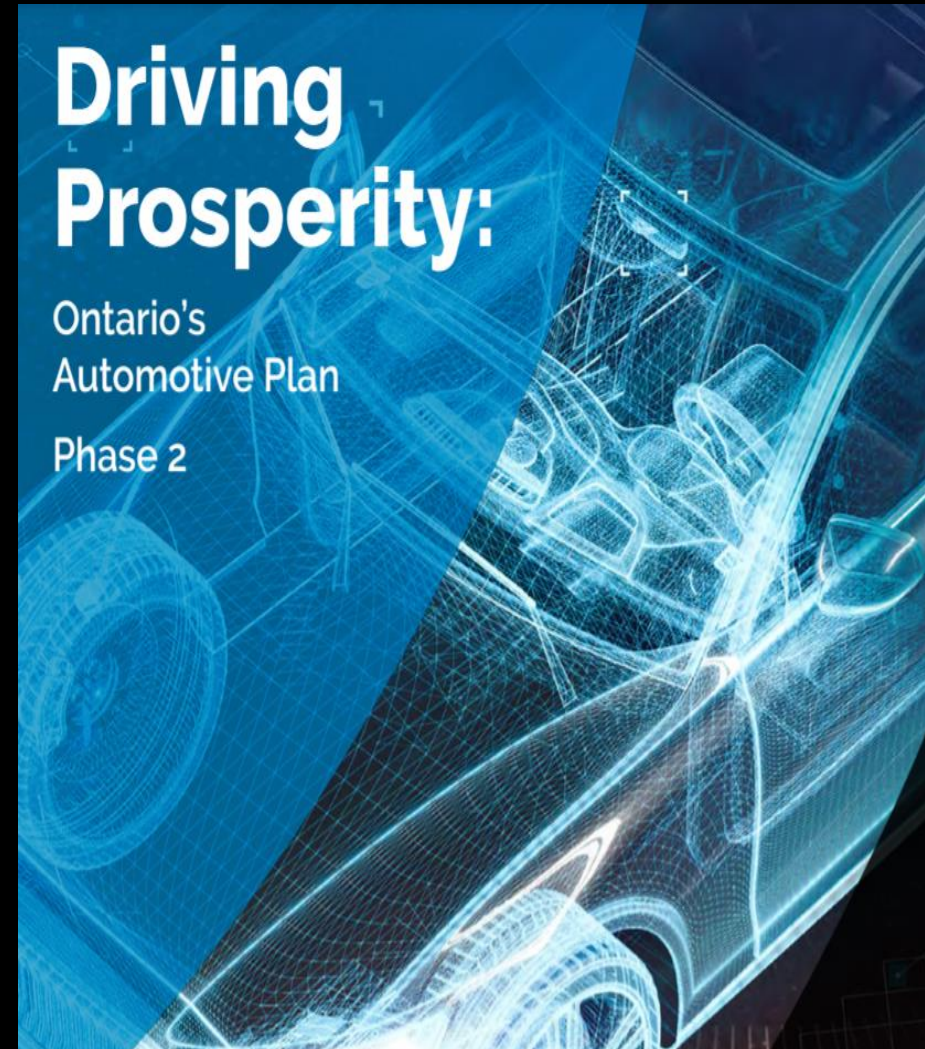
AWARENESS *TACTICS*

- **November 2021** – Letters to:
 - Hon. Francois-Philippe Champagne, Minister of Innovation, Science and Economic Development
 - Hon. Victor Fedeli, Minister of Economic Development, Job Creation and Trade & Hon. Caroline Mulroney, Minister of Transportation
- **December 2021 & Ongoing** – Stakeholder outreach to provincial auto team, Detroit Consul General, etc.
- **February 14, 2022** – Mayor's op-ed published in The Star
- **February 15, 2022** – Hosted the *Brampton Auto Forum*



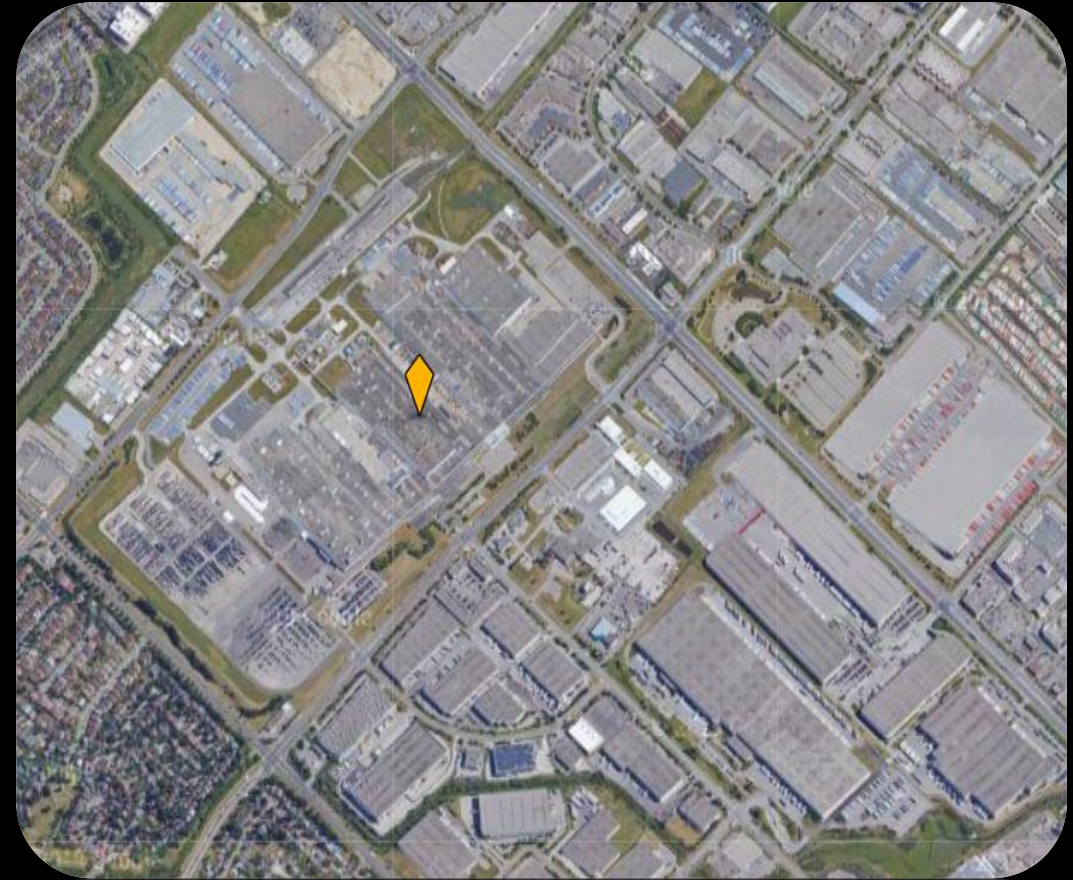
BRAMPTON'S ***AUTO FORUM***

- A forum was held on February 15th, 2022 to discuss:
 - The importance of Stellantis' Brampton Assembly Plant (BAP) to our city / need for investment to secure the plant's future (Unifor national and local 1285)
 - The automotive parts manufacturers that serve BAP (APMA)
 - Canada's activities to support the automotive sector (ISED)
 - Ontario's automotive strategy "Driving Prosperity" (MEDJCT)



AUDIENCE & OBJECTIVES

- Invitations sent to relevant Ministers, local MPs & MPPs, Brampton City Council and stakeholders (APMA, Trillium Network for Advanced Manufacturing)
- Objectives:
 - Create awareness about the importance of the plant (e.g., 3000 direct jobs + 5-6x job multiplier)
 - Create a greater understanding of the need for investment



Overhead image of Stellantis Plant in Brampton

BRAMPTON ***AUTO FORUM PARTICIPANTS***



NEXT STEPS

- Continued advocacy through:
 - Letters/meetings with company leadership and union
 - Meetings with federal and provincial auto teams
- Plant tours – local and other locations if possible
- Follow up with auto forum participants with additional information
- Working group to keep the conversation going
- Continue executing communications opportunities to promote advocacy



Brampton Council Visit Stellantis Brampton Assembly Plant (June 2019)

