

NEWS RELEASE

FOR IMMEDIATE RELEASE
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CAHR is building the framework for the automotive worker's future

Toronto – CAHR (Council for Automotive Human Resources) recently announced the launch of its *Changing Gears: Skills Transition in the Canadian Automotive Industry* report to provide a practical and pragmatic approach to workforce transition within the Canadian automotive assembly and parts manufacturing sectors - an approach which will retain and enhance existing skills within the sectors and channel them to employers who require them. The report for Phase One of this project is ready to launch!

The Canadian automotive industry is undergoing rapid and significant strategic changes which are taking place within a very dynamic environment. North American vehicle manufacturers and their suppliers are feeling extreme competitive pressures most noticeably. Recent downsizing announcements by Ford, General Motors and Chrysler all have far reaching effects not only at the OEM level but throughout the entire automotive value chain.

At the same time, investment plans have leveraged \$7 billion in new automotive ventures in the province of Ontario at the OEM and supplier levels. Human capital is critical to the continued commitment to business investment in the Canadian automotive industry.

“CAHR is working diligently to make recommendations and provide a framework to help unemployed workers get back into the workforce with the skills they need,” said John Mavrak, Executive Director of CAHR. “We want to do everything we can to assist transitioning workers and keep them within the automotive industry where their expertise is most valued.”

The loss of jobs in the automotive sector is a serious issue that affects many individuals. Although the industry has always had high skill requirements, various recent changes have created a greater need for employees to be highly skilled. The Transitional Skills Assessment project will identify a common set of skills that workers within the Canadian automotive manufacturing sector will need to secure employment and meet these new changes. With the recommendations from this project, CAHR will provide the tools and resources to provide access to skills enhancement to workers so they may move within the automotive industry. This initiative will build and strengthen the industry and assist in the long-term success for the future.

As the Sector Council for the automotive manufacturing industry, CAHR was formally established in 2004 as a result of recommendations by the Canadian Automotive Partnership Council (CAPC). CAHR and CAPC act collectively to ensure the future competitiveness of the Canadian automotive industry. CAHR is a non-profit, multi-partite organization, federally funded through the Sector Council Program of Human Resources and Social Development Canada (HRSDC).

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To learn more about TSA, please visit our website at: <http://www.cahr-crha.ca/www/site/projects/skillsassessment.htm>

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