

NEWS RELEASE

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Canada's Automotive Industry is "Competing Without A Net"

Toronto – CAHR (Council for Automotive Human Resources) released its *"Competing Without a Net: The Future of the Canadian Automotive Industry"* report at the APMA Conference in Hamilton, Ontario. The report is intended to be a forward looking document to assist the industry to create a common perspective of existing and emerging human resource issues; and to establish an approach to alleviate anticipated challenges while building on the strengths of the sector.

As suggested by the report title, Canadian firms are "competing without a net". Many of the industry's traditional sources of competitive advantage have either disappeared or been significantly reduced. "The automotive marketplace is constantly changing and its workforce must change with it", says John Mavrak, Executive Director of CAHR. "While having a skilled workforce will not ensure the survival of the industry, the absence of such a labour market will ensure the demise of its competitive advantage. Canada's automotive labour market must remain leading edge".

The report outlines the current and future environment within the Canadian automotive industry; describes the impacts of technology on human resource requirements; assesses the labour supply and demand and the formation of an automotive labour market including training requirements to ensure workers have the most current skill sets; and identifies human resources policies and practices and how they can maintain a talented, flexible and innovative workforce. The recommendations made in the report will assist CAHR in identifying the major human resource obstacles facing the industry and the Canadian automotive sector to become a strong global competitor.

The *Competing Without a Net: The Future of the Canadian Automotive Industry* report is a national human resource study that includes companies involved in automobile assembly, truck and bus assembly, parts manufacturing; and the tooling segments of the automotive industry.

The Council for Automotive Human Resources (CAHR)'s mandate is, through collaborative action by industry, labour, educators and governments, to ensure that a talented, flexible and innovative workforce remains a core Canadian automotive strength. CAHR is funded through the Government of Canada's Sector Council Program.

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

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