

Canada's largest automotive manufacturers form new association

Toronto, ON, April 15, 2026

Honda Canada Inc., Honda of Canada Mfg., Toyota Canada Inc., and Toyota Motor Manufacturing Canada today announced the launch of the *Pacific Manufacturing Association of Canada* (PMAC), a new industry association representing Canada's two largest automotive manufacturers.

PMAC will provide a collective platform for coordinated engagement between members – including Honda, Toyota and Japan-based automotive parts manufacturers with operations in Canada – and federal and provincial governments. The association aims to advance the unique interests of its members, and celebrate their four decades of sustained production, investment and employment in Canada.

Together, PMAC members account for a large majority of Canadian vehicle production. In 2025, PMAC's founding members, Honda and Toyota, assembled more than 75 per cent of all vehicles manufactured in Canada and employed more than 60 per cent of the country's vehicle assembly plant workers.

"The formation of PMAC is a positive and timely development as Canada's automotive sector navigates a period of profound change and challenge," said Dave Jamieson, Chair of PMAC, and CEO of Honda Canada Inc. "As together we represent more than 75 per cent of vehicles manufactured in Canada, we look forward to engaging constructively with federal and provincial governments on key policy discussions to represent the unique interests of Honda and Toyota, highlight our long standing contributions to Canada, and support pragmatic, evidence based policies that protect Canadian jobs, sustain investment, and strengthen Canada's manufacturing competitiveness and integrated supply chains."

"Canada's automotive manufacturing sector continues to play a vital role in the country's economic strength and future growth," said Tim Hollander, President of Toyota Motor Manufacturing Canada and PMAC board member. "For more than four decades, the teams at Toyota and Honda, along with our suppliers, have invested in Canadian communities, created high-quality jobs, and built vehicles that compete globally. The creation of PMAC reflects the shared responsibility we have as manufacturers to help strengthen the industry's future. Through PMAC, we look forward to working collaboratively with governments and industry partners to sustain investment, strengthen supply chains, and support the long-term success of Canadian manufacturing."

Brendan Sweeney will serve as PMAC's inaugural President and CEO. As Canada's leading automotive industry analyst and researcher, Sweeney brings a unique approach to leadership and relationship-building, much of which was developed during his time leading automotive and manufacturing industry research centres at McMaster University and Western University. This approach will help position PMAC as a solutions-oriented partner to governments and other

industry stakeholders during ongoing consultations related to the federal automotive strategy and the Canada-United States-Mexico Agreement (CUSMA).

In addition to providing a collective voice for Canada's largest automakers during CUSMA negotiations and ongoing federal automotive strategy consultations, PMAC will focus on broader policy issues related to electric vehicles, GHG emissions, regulatory modernization, and other measures to enhance Canada's manufacturing competitiveness.

PMAC's inaugural Board of Directors includes:

Dave Jamieson (Chair), President and CEO, Honda Canada Inc.

Cyril Dimitris (Vice-Chair), President and CEO, Toyota Canada Inc.

Bobbi Curran, Vice-President, Procurement and Manufacturing Control, Honda of Canada Mfg.

Tim Hollander, President, Toyota Motor Manufacturing Canada

PMAC would like to extend our thanks to Supply Chain Canada for its willingness to collaborate and acknowledge the generous transfer of a web domain.

For more information about the Pacific Manufacturing Association of Canada (PMAC) and its members' contributions to Canada's economy visit: www.pacificmanufacturing.ca

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