



2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Canada’s automotive transformation

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. The PDF overviews are intended to be a thematic starting point. Topics highlighted will be revisited and updated during the production stage to align with the current situation

As one of Canada’s largest manufacturing industries, the automotive sector plays a critical role in employment, trade, and domestic production. Today, shifts in vehicle technology, supply-chain strategy, and workforce requirements are redefining how the industry competes and grows. This special feature will explore the trends influencing Canada’s automotive landscape and the opportunities unfolding across the value chain.

Proposed topic highlights:

Automotive manufacturing investment: Trends shaping vehicle and parts production in Canada.

Electric vehicle adoption: Factors influencing consumer uptake and market growth.

Supply chains and sourcing: Strengthening domestic and North American production networks.

Technology and innovation: Advances in electrification, automation, and mobility systems.

Workforce and skills: Training, labour availability, and talent development needs.

Infrastructure and readiness: Charging networks, energy capacity, and system integration.

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