

**MEDIA RELEASE  
FOR IMMEDIATE RELEASE  
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**DETROIT MOBILITY LAB PARTNERS WITH WINDSOR-ESSEX ECONOMIC DEVELOPMENT CORPORATION  
TO SUPPORT MOBILITY COMPANIES EXPANDING TO WINDSOR-ESSEX AND DETROIT**

**Windsor-Essex County, Ontario, Canada – Wednesday, May 20, 2020** – The WindsorEssex Economic Development Corporation (WE EDC) has signed a partnership agreement with the Detroit Mobility Lab (DML) to create a bi-national mobility partnership aimed at supporting companies on both sides of the border to expand into new markets and create the most powerful mobility node in North America. This partnership will provide one-on-one support to CEOs and founders working on foreign direct investment projects, provide access to business development workshops, and virtual/physical space to facilitate networking.

With a target of working with over 50 companies, the partnership will assist mobility-focused start-ups and small and medium-sized enterprises within the Detroit/Windsor-Essex region. Through the unique working relationship between WE EDC & DML, members will receive resources, support and information on how to scale and grow within the U.S. and Canada. Specifically, this agreement will allow DML members exclusive access to information on conducting business in Windsor-Essex, Ontario, Canada and provide an opportunity for Windsor-Essex mobility start-ups to leverage networks in Detroit, Michigan, U.S.A. This bi-national partnership will also encourage international mobility companies to further explore the advantages of the Detroit/Windsor-Essex region as a global destination to start and grow a business in the mobility sector.

The Detroit/Windsor-Essex region is uniquely positioned geographically in the heart of North America. This region has a strong history of cross-border commerce and trade built on a growing technology and mobility cluster. The region is aligned with 100+ years of manufacturing excellence and an integrated auto supply chain. No other location in North America has an automotive and technology cluster as large or concentrated than this region. The Detroit/Windsor-Essex region has a growing mobility hub, ready to leverage advancements in electrification, automotive tech, and ramp up production.

This partnership leverages the long standing relationship that the two communities have developed through more than a century of supply chain management and expands the opportunity to include academic and technology adoption for the existing automotive development and assembly ecosystem.

“We are building this region into the most valuable center for mobility in North America. This announcement with the WE EDC brings yet another key partner into the fold which will allow us to provide an unparalleled mobility ecosystem to any legacy automotive company or mobility start-up in the world.”

**- Chris Thomas, Co-Founder and President, Detroit Mobility Lab**

“This partnership is about taking a proactive step to leverage our strategic location with Detroit, Michigan. We often talk about the Windsor-Essex region benefitting from our proximity to Detroit and this partnership is an actionable step leveraging our combined strengths and assets to build a global automobility brand.”

- **Stephen MacKenzie, President and CEO, WindsorEssex Economic Development Corporation**

#### **ABOUT DETROIT MOBILITY LAB**

Detroit Mobility Lab is committed to the future of mobility and Detroit’s place in it. Our goal is to build one of the world’s foremost mobility technology ecosystems in Detroit. We believe this can only be accomplished by simultaneously building the talent, community, and connections that will be necessary to shape the future mobility sector. Detroit Mobility Lab offers programming, introductions, and ecosystem support to connect mobility entrepreneurs to the resources they need to succeed. The Detroit Mobility Lab Consortium is a physical and digital community of mobility entrepreneurs, automotive executives, community advocates, tier suppliers, technology specialists, academic leaders, and service providers co-located adjacent to Wayne State University. <http://detroitmobilitylab.com>

#### **ABOUT WINDSOR ESSEX ECONOMIC DEVELOPMENT**

The WindsorEssex Economic Development Corporation is the lead economic development agency for the Windsor Essex region. The focus of the organization is to develop and execute strategies to retain, expand, attract and help new businesses start up in the Windsor-Essex region. The WindsorEssex Economic Development Corporation is led by a board of distinguished community leaders. A team of professional staff will assist you with all your location and investment decisions by working one-on-one with businesses, to facilitate the process of starting, growing or locating in Windsor-Essex. As part of its mandate, WE EDC is leading efforts to build and strengthen the Windsor-Essex region as Canada’s Automobility Capital. <http://choosewindsorsex.com/>

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#### **Media Contact:**

Lina Williams

Marketing and Communications Coordinator

WindsorEssex Economic Development Corporation

Mobile: (226) 345-6873

E-Mail: [LWilliams@choosewindsorsex.com](mailto:LWilliams@choosewindsorsex.com)