

Media Release
Monday, January 14, 2019

**WINDSOR-ESSEX “WHERE CANADA BEGINS”
ON THE WORLD STAGE
AT THE 2019 NORTH AMERICAN INTERNATIONAL AUTO SHOW**

Windsor-Essex County, Ontario, Canada – Monday, January 14, 2019 - Given the proximity of Windsor-Essex to the world’s largest cluster of automotive and mobility technologies, several key organizations from the Windsor-Essex Region have partnered to form a significant presence at the **AutoMobili-D** Exhibit of the **North American International Auto Show (NAIAS)**.

The **WindsorEssex Economic Development Corporation**, the **University of Windsor**, **St. Clair College** and **WEtech Alliance** are on hand with their teams to host the “**Windsor-Essex - Where Canada Begins**” booth at the AutoMobili-D Exhibit. AutoMobili-D is an event at NAIAS that brings key stakeholders together to discuss mobility issues, such as; mobility technology, vehicle-to-infrastructure (V2I) connectivity, smart cities, increasing mobility jobs, ride sharing, autonomous technologies and mobility investment.

The goal of the collaboration is to build awareness of Windsor-Essex as a premier location for mobility innovation and showcase the cluster of automation and technological advancements available to the automotive sector in the Region. Over four days, partners networked extensively with C-level executives of major mobility OEMs and bolstered the Region’s reputation amongst growing mobility tech companies. The strategic design elements of the “Where Canada Begins” exhibit showcased Windsor-Essex by promoting the Region’s assets and highlighting the Region’s strategic locale situated within North America’s automation and innovation corridors. Using curated graphics & videos, the Region’s great quality of life, access to global talent and a strong and stable economic base were shared with NAIAS attendees.

The City of Windsor Mayor, Drew Dilkens and Essex County Warden, Gary McNamara were also in attendance which provided them the opportunity to see and meet with stakeholders and the 60 startups from around the world featured at AutoMobili-D showcasing innovative technologies like: artificial intelligence and machine learning, to autonomous and connected platforms, to infrastructure communications and security applications.

“The North American International Auto Show attracts the highest concentration of global industry leaders to the City of Detroit and is the perfect backdrop to showcase the creativity and innovation happening in the Windsor-Detroit region,” said **Windsor Mayor Drew Dilkens**. “The strength of our shared history in automotive positions us well for the future and we are excited share our story with global leaders at the 2019 NAIAS.”

Essex County Warden, Gary McNamara added, "The Windsor/Essex-Detroit relationship provides a unique environment to innovate, attract talent and think globally. On behalf of the County of Essex I would like to congratulate the City of Detroit for hosting this world-class event and am very proud that Windsor/Essex is playing a role in the 2019 North American International Auto Show."

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