

FOR IMMEDIATE RELEASE

Friday, November 2, 2018

\$10,000 AWARDED TO SMART MOBILITY IDEAS

On Friday, November 2, 2018, the WindsorEssex Economic Development Corporation and WEtech Alliance partnered to host the Region's first-ever Tech Mobility Day. Mobility is a technological wave that is changing how we move people and goods. And, this evolution was evident throughout Windsor-Essex's first day dedicated exclusively to mobility.

The day featured five start-up companies presenting their mobility ideas ranging from border-crossing apps to software platforms for bike-sharing/scooter-sharing companies to autonomous vehicle technologies. Each idea will change the way we move. To help encourage these companies to continue to pursue their innovations. The WindsorEssex Economic Development Corporation awarded \$5,000. each to two winners - Scott Fairley with Optimotive Technologies and Vince Cifani with Joyride. This is a signal that this Region is ready to build on its tradition of excellence as Canada's Automotive Capital to become Canada's Mobility Centre.

The two keynote speakers encouraged the Windsor-Essex Region to support the development and growth of mobility technologies. **Salvador Saraga of Michelin North America** spoke how the Company's 100 year-history of defining the tire industry is accelerating its efforts on mobility to find solutions to energy, environmental, and human challenges at the same time. **Nico Probst of LIME**, a startup having incredible success worldwide since 2017, is also focused on the simple idea that all communities deserve access to smart, affordable mobility.

Following the speakers, a **Mobility Showcase** offered attendees an opportunity to better understand this desire to create smart communities through the adoption of mobility technologies being made real as showcased by companies like: Linamar, Ansys, McGrails Farm Equipment/John Deere and others.

Today's event is an example of the commitment by the WindsorEssex Economic Development Corporation, along with WEtech Alliance and other community organizations to help support the development of a mobility sector in the Windsor-Essex Region.

Stephen MacKenzie, CEO of the WindsorEssex Economic Development Corporation said, "I am excited about the opportunity to contribute to the Region's economic resurgence by supporting the development of a mobility sector locally and attracting new companies to our community. Stay tuned, as we roll out other mobility initiatives over the next few months."

Yvonne Pilon, President and CEO of WEtech Alliance added, "The mission of TECH WEEK YQG is to promote, accelerate and celebrate our local tech community. The mobility space is a growing global trend and we want to work with the Windsor-Essex Region in collaboration with the Institute for Border Logistics and Security (IBLS) to help ensure that our Region continues to be a leader in moving people and goods."

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