IN SEARCH FOR

CANDIAN DNA PERFORMANCE CAR

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Research Focus

This research explores how Canada’s automotive manufacturing ecosystem can evolve from a supplier-based structure into a collaborative, design-led ecosystem capable of producing a national performance identity.

Although Canada possesses one of the most advanced automotive supply chains in the world, it has never developed a homegrown car brand or a product that reflects its own industrial and cultural DNA.

This inquiry seeks to understand why — examining how historical dependencies on foreign OEMs, government policy frameworks, and investment patterns have shaped innovation outcomes.

Ultimately, this research aims to identify how such a project could begin with minimal capital yet maximum collaboration, leveraging the infrastructure, expertise, and resources that already exist within Canadian suppliers, research institutions, and policy programs.

Chassis great.... I like this - I like this a lot. Good job Ford, Good job Multimatic.
Chris Harris
Ford GT test drive - Top Gear

DEFINING STAKEHOLDERS

Core Stakeholders

1. Tier-1 Canadian Suppliers (e.g. Magna, Multimatic, Linamar)
Why they matter: They have the tech, tooling, talent, and already supply global OEMs.
What they care about: IP ownership, brand visibility, advanced R&D use cases.
Unmet Need: “We can build world-class parts — but never under our own name.”

2. Canadian Engineers & Fabricators
Why they matter: They execute the design vision with real constraints in mind.
What they care about: Creative autonomy, collaboration, pride of authorship.
Unmet Need: “We follow someone else’s blueprint — not our own.”

3. Automotive Designers & Industrial Design Students
Why they matter: They define the aesthetic and experiential DNA of what "Canadian" could mean in motion.
What they care about: Expressing values through form, contributing meaningfully to national storytelling.
Unmet Need: “There is no vehicle that reflects how we move as Canadians.”

The carbon fibre structural tubs for the Aston Martin Valkyrie hypercar are produced in Canada by Multimatic

Strategic Influencers

4. Government Innovation Agencies (SIF, ISED, Ontario Ministry of Economic Development)
Why they matter: They fund strategic projects and innovation pathways.
What they care about: Job creation, technological sovereignty, economic resilience.
Unmet Need: “We need projects that prove ROI in identity, not just units sold.”

5. Industry Associations (APMA, CME)
Why they matter: They can lobby for collaborative ecosystems and fund flagship projects.
What they care about: Showcasing the supply chain, building strategic momentum.
Unmet Need: “We need one symbolic success to unify the ecosystem.”

6. Investors / Innovation Funders (BDC, SDTC, Strategic Innovation Fund grantees)
Why they matter: They support risky, early-stage ventures if there’s a strong narrative and systems logic.
What they care about: Return on innovation, tech IP, long-term potential.
Unmet Need: “We fund bold, defensible ideas — but they must be focused.”

Public & Cultural Stakeholders

(The National Lens)

7. Canadian Car Enthusiasts / Motorsports Community
Why they matter: They carry emotional loyalty and drive grassroots culture.
What they care about: Performance, credibility, national pride.
Unmet Need: “We cheer for McLaren and Porsche — but not our own name.”

8. General Public (Citizens, Car Buyers, Young Designers)
Why they matter: Their buying behavior and sentiment will validate a national project.
What they care about: Pride, value, distinctiveness.
Unmet Need: “There’s no car that feels like it came from here.

Pfaff Motorsports finishes seventh at Road America

THEMES

Core Stakeholders

We Build for Others, Not Ourselves

Pain Point: Canadian suppliers build elite products but have no national platform or authorship.

“We don’t have a car company, yet we’re the world’s 12th largest automaker producing other people’s cars… Canada is left hanging in the wind.”
— Flavio Volpe, President, APMA

Source – CTV Interview

“We manufacture for Tesla, Ford, and Aston Martin — but no one sees it as a Canadian achievement.”

— Senior Executive, Magna (Paraphrased from industry panel)

Foreign OEM Dependence Creates Instability

Pain Point: Canadian suppliers are vulnerable to outside corporate decisions.

“If Detroit pivots or Japan pulls a model, entire Canadian towns lose contracts.**”**
— Supply Chain Analyst, CME Auto Report 2024

“We don’t control product strategy — we just execute it.”
— OEM Program Manager, Ontario plant (anonymous)

- **2023: Stellantis paused Windsor battery plant expansion due to contract delays**
- **60,000 Canadian jobs were directly affected by plant downsizing announcements between 2020–2024**

The Ecosystem Is Fragmented

Pain Point: Suppliers have high capability, but no shared framework to build Canadian innovation collaboratively.

“We’ve got the engineers, parts, tools — but no common platform to tie them together under our name.”
— Flavio Volpe, APMA

“We know how to make it. But no one’s invited us to make it ours.”
— Canadian Tier-1 Supplier (panel transcript, APMA 2023)

- **Canada has 700+ auto parts manufacturers**
- **No vertically integrated Canadian-owned OEM exists**
- **Government R&D investments largely benefit foreign-led projects**

Innovation Value Flows Elsewhere

Pain Point: Canadian companies get paid to build — but never own the end product.

“They get the brand and platform royalties. We get a one-time payment for parts.”

— VP of Manufacturing, Multimatic (Paraphrased from industry interviews)

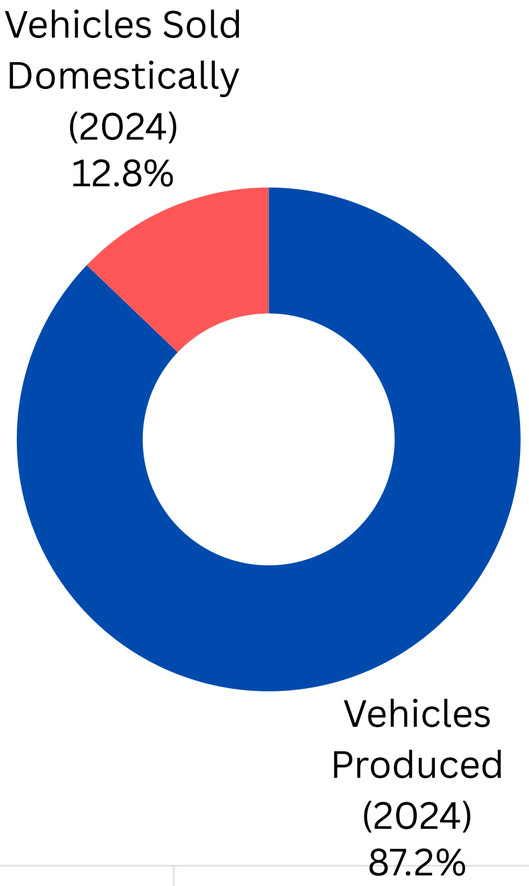
“We helped develop EV platforms — but we can’t reuse or license them. That IP is locked away.**”**
— AutoTech Supplier CEO, Canadian Innovation Roundtable

- **EV platform IP is owned by OEMs like Ford, not by Canadian fabricators**
- **97% of Project Arrow’s components were made in Canada — but it is not commercially licensed**

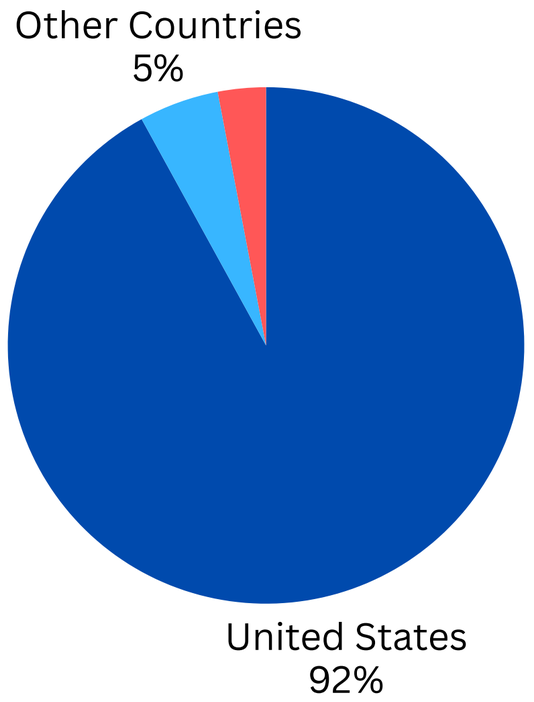
Synthesis

Core Stakeholders

Shows the massive production output relative to domestic sales —
most cars made in Canada are not for Canadians.



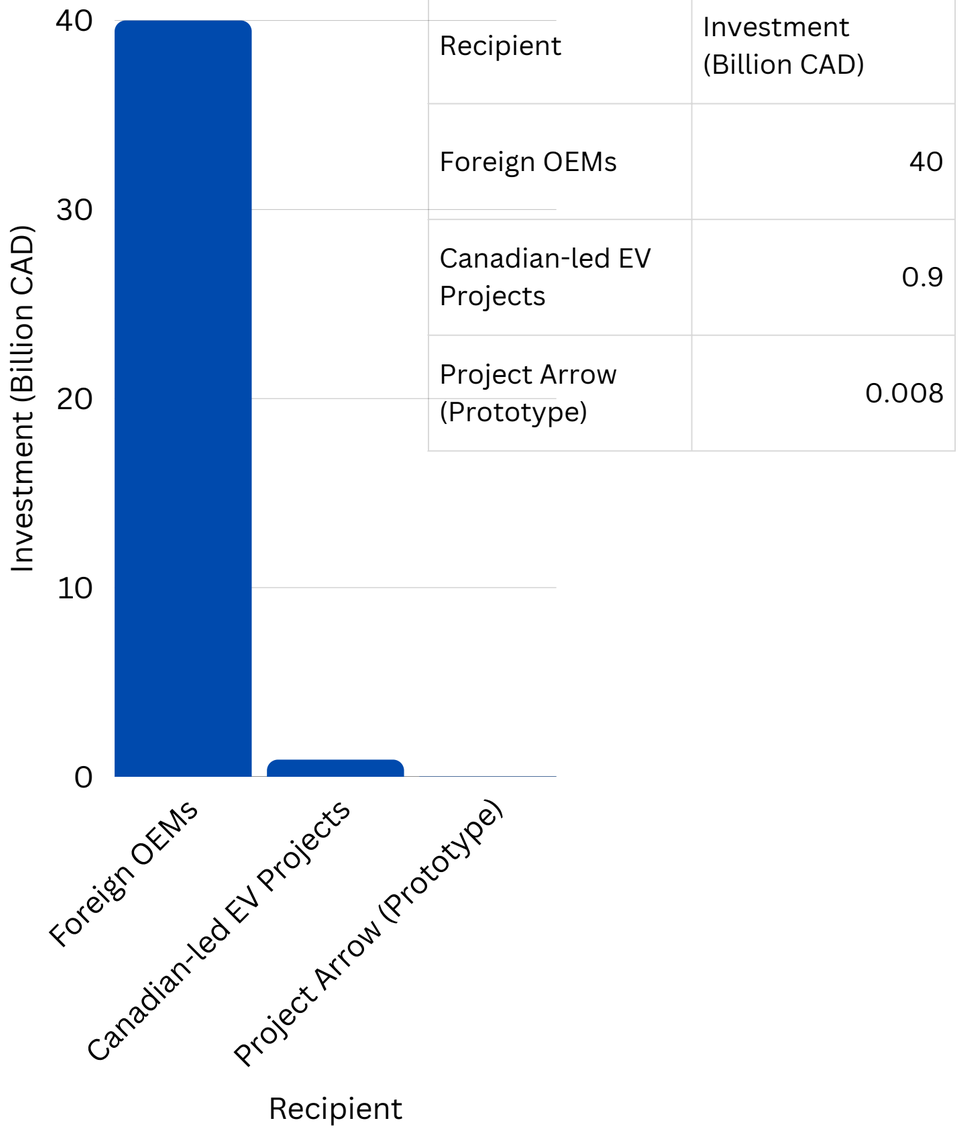
Category	Millions of Units
Vehicles Produced (2024)	1.29
Vehicles Sold Domestically (2024)	0.19



Destination	Share of Exports (%)
United States	92
Other Countries	5
Retained Domestically	3

The auto sector is one of Canada's most valuable industrial assets — contributing billions to GDP and representing a full 6% of national manufacturing sales. Yet despite this strength, Canada has no nationally owned car brand to anchor or amplify its economic leverage.

Category	Value	Note
Auto Manufacturing GDP Impact	$16 billion	Direct contribution
Vehicle & Parts Sales (2024)	$55.1 billion	From StatsCan
Total Manufacturing Sales (All)	$847.2 billion	All Canadian sectors combined
Share of Auto in Manufacturing	6%	Symbolize in pie or doughnut chart



Recipient	Investment (Billion CAD)
Foreign OEMs	40
Canadian-led EV Projects	0.9
Project Arrow (Prototype)	0.008

What does this mean?

The data reveals a structural paradox within Canada's automotive industry. On one hand, the sector contributes over $16 billion to national GDP, employs more than 600,000 people, and produces over 1.29 million vehicles annually making Canada a top-tier global automotive manufacturer. Yet, despite this industrial strength, Canada has never developed its own national car brand. Over 90% of vehicles produced are exported, and the majority of public investment has gone toward attracting and supporting foreign-owned automakers, rather than enabling domestic design leadership.

This indicates that while Canada excels in execution and supply chain delivery, it lacks a unifying platform to convert that technical capability into cultural authorship or long-term economic value. The pain points voiced by industry stakeholders from reliance on foreign OEMs to fragmented R&D ecosystems underscore a broader absence of strategic coordination. What this synthesis proves is that the infrastructure and talent already exist.

The missing element is structural: Canada needs a design-led, collaborative model that allows it to express and export its own innovation identity , not just manufacture someone else's.

Strategic Influencers

Themes and Synthesis

Canada Invests Heavily — But Not in Its Own Story

Stakeholder Group: Government Innovation Agencies (SIF, ISED, Ontario Ministry of Economic Development)

Pain Point

Canada invests billions into attracting and subsidizing foreign automakers — Volkswagen, Stellantis, Honda — but less than one billion in developing Canadian-led automotive innovation.

The funding model prioritizes industrial output, job creation, and foreign partnerships rather than innovation leadership, IP ownership, or national identity.

Key Quotes

“We’ve invested billions to attract foreign automakers — why not invest millions to launch our own?”

— Strategic Innovation Briefing, 2024

(Context: A line raised in federal automotive policy consultations highlighting the imbalance between foreign and domestic investment funding.)

“Canada must be more than a branch-plant economy; we need to create and own technology that the world depends on.”

— François-Philippe Champagne, Minister of Innovation (2024)

Metric / Program	Value	Note
Government Subsidies to Foreign OEMs (2021–2024)	**$40 Billion CAD**	Battery factories: Stellantis, Volkswagen, GM, Honda
Canadian-led Automotive Innovation Grants	**~$900 Million CAD**	Includes SIF/ASIP clean-tech programs
Project Arrow Public Investment	**~$8 Million CAD**	60+ suppliers; zero commercial rollout
Vehicle Export Rate	**92%**	Canada produces cars for other nations
Domestic Vehicle Sales	**0.19M units**	15% of total output; little national consumption

A Symbolic Project Could Unify the Ecosystem

Stakeholder Group: Industry Associations (APMA, CME)

Pain Point

- Canadian suppliers produce world-class technologies but lack a common narrative or visible Canadian flagship to anchor their reputation.
- Industry associations argue that Canada's identity as a manufacturer for others undermines its credibility as an innovator.

Key Quotes

"We don't have a car company, yet we're the world's 12th largest automaker producing other people's cars."
— Flavio Volpe, President, APMA (2024)

"Arrow allows Canadian suppliers to tell their story to the world."
— APMA Project Arrow 2.0 Briefing (2024)

"Transportation infrastructure is a form of national branding."
— Canadian Manufacturers & Exporters (CME) Infrastructure Report, 2024

Indicator	Value	Note
Canadian Auto Parts Manufacturers	**700+**	Tier-1, Tier-2 suppliers; global reputation for precision engineering
Project Arrow Supplier Collaboration	**60+ companies**	Full vehicle prototype built using domestic tech
Vehicles Exported (2024)	**92%**	Foreign brands dominate market visibility

Investors Want Bold Ideas — But They Must Be Coherent

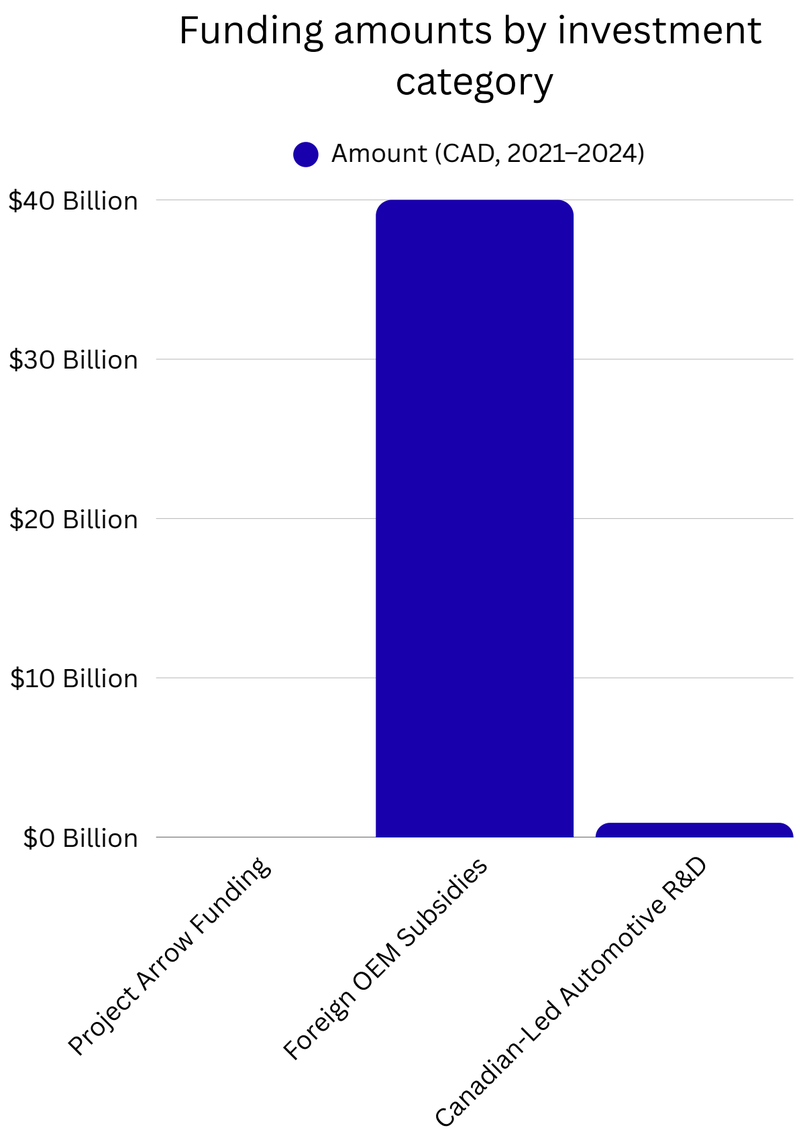
Stakeholder Group: BDC, SDTC, SIF Grantees

Pain Point
Canadian investors are ready to fund early-stage innovation — but most proposals lack a clear commercialization path or IP strategy. Symbolic design projects often fail because they aren't presented as technology testbeds.

Key Quotes
"These companies take more money and longer — but the payoff is transformative."
— Cheri Corbett, BDC Climate Tech Fund, 2024

"We fund bold, defensible ideas — but they must be focused."
— Sustainable Development Technology Canada (SDTC) mandate statement, 2024

Program / Fund	Value	Focus
BDC Climate Tech Fund	**$1B**	Long-term, high-risk R&D ventures
Summit Nanotech (BDC-led investment)	**$50M**	Canadian IP retained and scaled internationally
SDTC Annual Cleantech Grants	**$200–250M**	Supports TRL 5–7 proof-of-concept projects



Investment Category	Amount (CAD, 2021–2024)	Description
Foreign OEM Subsidies	$40 Billion	Funding for Volkswagen, Stellantis, GM, and Honda battery and EV plants
Canadian-Led Automotive R&D	$0.9 Billion	SIF/ASIP grants for clean-tech and domestic innovation projects
Project Arrow Funding	$8 Million	Prototype-only, no commercialization path

This visual highlights a 40x funding gap between foreign industrial attraction and domestic innovation.
Canada prioritizes infrastructure over authorship — the core pain point your project addresses.

Canada’s Investment Imbalance: Foreign vs Domestic Innovation

What does this mean?

Despite having one of the world’s most sophisticated automotive supply chains and investing over $40 billion in attracting foreign automakers, Canada has not built a single automotive brand that reflects its own industrial or cultural identity.

Government innovation agencies such as ISED and SIF prioritize job creation and clean-tech manufacturing, while industry associations like APMA and CME seek a unifying success story that proves Canada’s supply chain leadership. Meanwhile, funders like BDC and SDTC express willingness to support bold, high-impact ideas , yet require projects with technical credibility, commercialization potential, and narrative focus.

Across these layers, a pattern emerges: Canada invests heavily in manufacturing efficiency, but not in symbolic innovation. There is no strategic mechanism for connecting policy, industry, and design into one cohesive ecosystem.

Key Takeaway

Canada doesn’t need to build more factories , it needs to build a framework for collaboration, identity, and authorship.
A design-led, symbolic project can bridge the divide between innovation policy and industrial storytelling.

Public & Cultural Stakeholders

Themes and Synthesis

Canadians Admire Innovation — But Not Their Own

Stakeholder Group: Car Enthusiasts, Public, Motorsports Fans, Young Designers

Pain Point

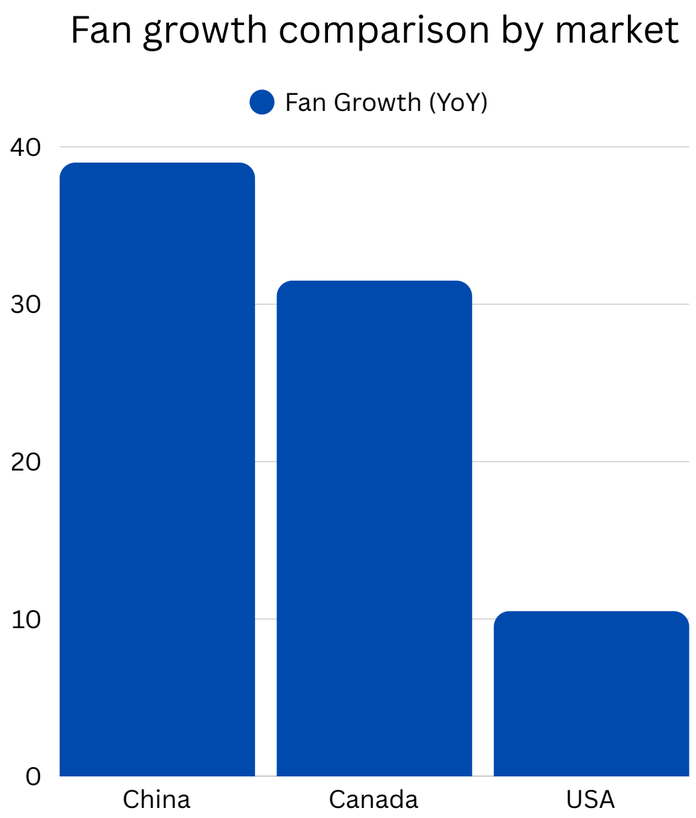
Canada’s automotive culture is deeply connected to global brands (Ferrari, Porsche, McLaren), yet no domestic symbol of innovation or pride exists.
While the country produces world-class components and engineering talent, there’s no national brand to root for, no design language that feels inherently “Canadian.”
Public sentiment leans toward imported performance icons, while domestic manufacturing remains invisible to most citizens.
Without a symbol of identity — a “car that feels like it came from here” — national innovation is seen as abstract rather than emotional.

Key Quotes

“We cheer for McLaren and Porsche — but not our own name.”
— Canadian Auto Journalist, The Globe and Mail, 2024

“We build for everyone else, but we’ve never built something that represents us.”
— Auto Enthusiast, Reddit Canada Auto Thread (2024)

“Project Arrow was a prototype — what we need now is a flag to drive under.”
— C. Reynolds, Former APMA Marketing Lead, LinkedIn commentary, 2024



Canadian GP Impact (supports cultural/economic pull)

Metric	Value
Attendance (persons)	350000
Economic Impact (CAD)	162000000
Out-of-province Spend (CAD)	110000000

Canadian Motorsport Credibility (supports “performance culture is real”)

Team	Series	Result
Pfaff Motorsports	IMSA GTD	Champions 2021
Pfaff Motorsports	IMSA GTD Pro	Champions 2022

Canadians love performance—but under foreign flags.
Evidence: Rapid F1 fan growth (+31.5%), record GP attendance/impact, Canadian IMSA champions, top university results, and a world-class wind tunnel.
Gap: No Canadian-designed halo to rally around.
Implication: Launch a design-led halo prototype as the national symbol—tested at ACE, informed by university teams, validated by race-grade suppliers—so enthusiasts and the public can finally cheer for our name.

So what does this mean?

(Public & Cultural Stakeholders)

Canadians are emotionally invested in cars and racing, but that pride is attached to foreign badges and global series (F1, IMSA) rather than anything designed under our own name. Motorsports success exists in Canada (e.g., Pfaff Motorsports winning top U.S. GT titles; university teams taking hybrid/FSAE honours), and we have world-class testing infrastructure (Ontario Tech's ACE climatic/aero tunnel)
.Yet the public still can't point to a Canadian-designed performance icon.

In short: the culture, talent, and infrastructure are present, but the symbol is missing. A design-led, limited-run performance prototype (Canadian DNA car) becomes the missing flag—turning invisible capability (suppliers, student teams, testing centres) into visible identity that enthusiasts can support and the wider public can recognize.

Flavio Volpe

President APMA

Flavio Volpe, C.M., President of the Automotive Parts Manufacturers' Association (APMA), is one of the most influential voices in Canada's manufacturing and automotive sectors. A Member of the Order of Canada, Flavio has led the APMA since 2014, championing Canadian innovation and competitiveness on the global stage.

Most notably, he spearheaded Project Arrow—the first-ever, all-Canadian, zero-emissions autonomous concept vehicle—demonstrating Canada's leadership in advanced manufacturing, clean tech, and mobility innovation

Canada Builds for Others, Not Itself

“We build Aston Martins, Ford GTs, Teslas, Rivians — and not a single one is Canadian branded.”
— Flavio Volpe, President, APMA

Pain Point:

- Canada manufactures high-end cars under foreign brands — no Canadian visibility or authorship.
- Suppliers have capabilities, but lack a shared platform to showcase Canadian identity.

Vehicle Brand	Built By	Assembled In
Ford GT	Multimatic	Toronto, ON
Aston Martin	Multimatic	Toronto, ON
Rivian	Magna	Aurora, ON
Lucid	Magna	Aurora, ON

Missed Opportunity for National Brand

“We’re one of the few advanced manufacturing countries in the world without a national car brand.”

Pain Point:

- While smaller countries (Vietnam, Turkey) have launched brands, Canada has not even tried.
- No Canadian car means no economic multiplier from domestic branding, IP ownership, or exports.

Country	Brand	Launch Year	State Support?
Vietnam	VinFast	2021	Yes
Turkey	Togg	2022	Yes
Canada	N/A	—	No

Supply Chain is Ready

“We’ve got the parts, the engineers, the platforms — we just haven’t combined them under one name.”

Pain Point:

- Fragmented supplier ecosystem working under NDAs prevents visibility.
- No coordination = lost innovation potential.

Company	Specialty	Clients
Magna	Body & electronics	BMW, Rivian, Lucid
Multimatic	Chassis/Drivetrain	Ford, Aston Martin
Linamar	Powertrain	GM, Stellantis

Symbolism & Soft Power

“If we built one symbolic car and showed what Canada can do — the world would notice.”

Pain Point:

- Canada lacks a “symbolic object” that represents its design, tech, and performance values.
- Other countries use automotive innovation to project identity and pride.

Product	Country	Symbolic Role
Tesla Roadster	United States	EV disruption; launched a new era of clean tech branding
Togg EV	Turkey	State-led innovation; first national car with global vision
VinFast VF9	Vietnam	Emerging-market mobility exporter; EVs for global reach
Pagani Huayra	Italy	Design as art; handcrafted performance as national identity
Rimac Nevera	Croatia	Hyper-EV performance; innovation from a small national player
Project Arrow	Canada	All-Canadian prototype; not yet commercialized

Government Should Consider It

“We invest billions to attract foreign automakers — why not invest millions to launch our own?”

Pain Point:

- Federal support is skewed toward foreign OEMs ($40B+ in subsidies).
- No R&D funding dedicated to a Canadian-owned vehicle platform.

Recipient Type	Investment (CAD)
Foreign OEMs	$40+ billion
Canadian-led R&D	<$1 billion
Project Arrow Demo	~$8 million

Further Research

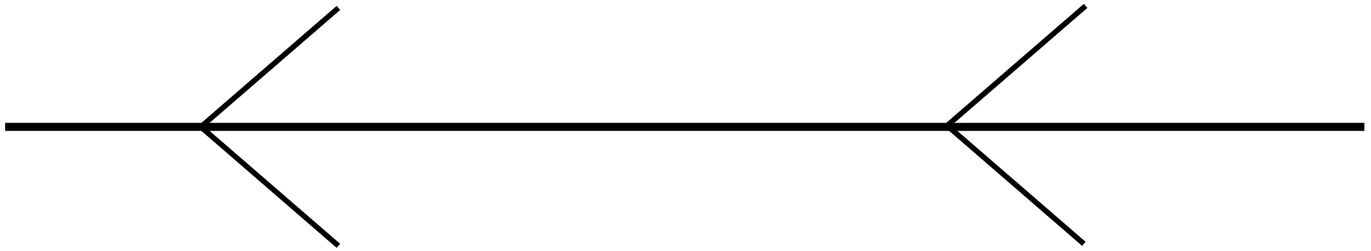
WHY, CANADA HAS NO NATIONAL AUTOMOTIVE BRAND.

Supply Chain Structure

- Component-only contracts (no IP retention)
- Focused on foreign OEM fulfillment
- Parts cross border up to 8 times — tightly integrated with U.S.

Capital & Risk

- High upfront cost to start brand or factory
- No national brand identity or precedent
- Innovation seen as risky (vs. safe parts contracts)



Market Dynamics

- Small domestic market (~9% of production sold here)
- No investor precedent for local brand creation
- Consumers buy global names — few national alternatives

Engineering Ownership

- Designs locked under OEM NDAs
- Suppliers rarely build entire systems
- Engineering pride doesn't translate to public visibility

National Storytelling Gap

- No "Canadian car" narrative exists
- No design symbol of mobility identity
- Project Arrow is one-off — not an industry movement

IS THE SYSTEM UNDER FOREIGN CONTROL?

In short: Yes — structurally, yes.

The entire system is OEM-driven.
Even though Canadian companies are technically independent, their business decisions depend heavily on foreign OEM contracts.

Control Mechanism	How It Works
Design Ownership	The OEM owns all vehicle design data. Suppliers build to spec, not by choice.
Contractual Dependence	Most Tier-1 suppliers rely on long-term OEM contracts. If Ford, Toyota, or GM pull out, their revenue collapses.
Volume Guarantees	OEMs guarantee production volumes, keeping suppliers busy but locked in.
Export Reliance	80%+ of Canadian auto output is exported to the U.S. under OEM direction.
Policy Leverage	U.S.-based automakers lobby through trade deals (e.g., USMCA), shaping Canada’s automotive policies indirectly.

WHY SUPPLIERS DON’T BUILD THEIR OWN CARS

Canadian Tier-1 suppliers have the capability to build cars — they just don’t have the structure or incentive to do it.

Supplier	Core Model	Why it prevents car-building
Magna International	Contract manufacturer & systems integrator	Makes parts for 25+ global brands. Building its own car would *compete with its clients*.
Linamar	Precision machining for engines/transmissions	Has expertise in components, but no marketing, distribution, or assembly capacity.
Multimatic	Race engineering & chassis development	Builds low-volume systems (e.g., Aston Martin Valkyrie chassis), but no large-scale consumer

The entire system is OEM-driven.
Even though Canadian companies are technically independent, their business decisions depend heavily on foreign OEM contracts.

They can do it — but they won’t risk losing multi-billion-dollar OEM contracts.

Mass manufacturing is insanely expensive.
To move from making parts → to making entire cars, a company would need:

Requirement	Approx. Cost
Factory tooling & assembly line	$500M – $1B
Supply chain setup	$200M+
Safety certification & testing	$100M+
Branding, marketing, sales	$200M+
Total	**~$1.5B – $2B** minimum

Without a proven market, no supplier would risk this alone.
OEMs spread that risk across global networks — suppliers can't.

SPECIALIZATION & SCALE LOGIC

EACH SUPPLIER IS HYPER-SPECIALIZED:

Magna excels at body structures and interiors.
Linamar at powertrains.
Multimatic at chassis dynamics.

If one company tried to make a whole car, it would have to rebuild everything outside its expertise — wasting decades of specialization.
The current model is economically efficient, but creatively limiting.

WHY CANADA COULDN'T MASS MANUFACTURE (AND WHY IT SHOULDN'T)

Barrier 1: Capital & Volume

- Building mass-market cars means producing hundreds of thousands per year.
- That scale demands billions in startup capital and global logistics networks.
- Competing with Toyota or Hyundai on price is impossible for a newcomer.

Barrier 2: Market Fit

- Canada's domestic demand = too small to justify mass plants.
- Exporting requires existing brand trust — which Canada lacks.

Barrier 3: Global Competition

- Countries like China, India, and Korea dominate affordable car production through low costs and dense supplier bases.

Conclusion:

Canada can't win on volume or cost — but it can win on innovation, design, and performance engineering.

WHY PERFORMANCE CARS — THE STRATEGIC ENTRY POINT

Performance as a Catalyst

- History proves that performance brands create identity first, scale later:
- Italy: Ferrari, Lamborghini → built Italy's design reputation.
- Croatia: Rimac → built a nation's tech credibility.
- Sweden: Koenigsegg → positioned a small country as an innovation hub.
- Each began with small runs, high prices, and innovation-driven engineering.

Performance = Feasibility

- Low-volume production means:
- Fewer cars → lower capital needs.
- More precision → more room for innovation.
- Brand-building → attracts investment and talent.

Takaya's Focus:

- Create Canada's performance DNA first — the identity that proves capability.
- Once credibility is built, it can expand into broader applications.

Business Opportunity

Untapped National Identity Market:
Canadians express strong emotional connection to cars and performance — but all under foreign names (Ferrari, McLaren, Porsche).
A homegrown performance vehicle can convert emotional demand into national loyalty and brand equity.

Government & Policy Alignment:
Canada's Strategic Innovation Fund, BDC Climate Tech, and SDTC are prioritizing R&D, clean-tech, and IP ownership.
Your proposal fits within these frameworks as a symbolic, high-impact prototype — an innovation platform with measurable ROI.
Industrial Readiness:

The supply chain already exists.
Tier-1 suppliers (Magna, Linamar, Multimatic) possess global-grade engineering capability, ready to collaborate through a crate ecosystem without capital-intensive new factories.

Feasibility Through Performance Focus:
Low-volume, performance-led manufacturing minimizes capital risk while maximizing visibility — a Ferrari model, not Toyota approach.
Canada can't win on volume; it can win on design and precision.

Cultural & Economic Leverage:
As seen with Rimac (Croatia) or Togg (Turkey), a single national vehicle program can shift global perception, attract foreign partnerships, and seed new industries (EV tech, composites, AI design).

Canada’s renewed focus on economic sovereignty and domestic innovation has accelerated since the North American trade tensions and global supply-chain crises of the 2020s. As international dependence on U.S. and Asian production is reassessed, Canada has begun repositioning itself as a self-reliant, high-tech manufacturing nation.

To capitalize on this moment, the project must anchor itself in tangible, existing capabilities that demonstrate feasibility from day one:

Leverage Canada’s Tier-1 Supplier Infrastructure:

- Activate partnerships with Magna, Linamar, and Multimatic — companies already supplying cutting-edge chassis, drivetrains, and performance systems for global OEMs.
- These collaborations show that the expertise for a Canadian supercar already exists within national borders.

Integrate Academic R&D Leadership:

- Partner with Ontario Tech, University of Waterloo, and OCAD University to merge engineering research, aerodynamic testing (ACE facility), and design thinking.
- This positions the project as an academic–industrial flagship of Canadian collaboration.

Align with National Innovation Frameworks:

- Secure recognition and legitimacy through programs such as the Strategic Innovation Fund (SIF), Business Development Bank of Canada (BDC), and Sustainable Development Technology Canada (SDTC).
- Their mandates—clean tech, IP sovereignty, and advanced manufacturing—mirror the project’s intent.

Preserve Canadian IP Ownership:

All contributors (suppliers, universities, design studios) must retain co-authorship of research outcomes.

Once foundational credibility is established, the project could become a scalable national innovation platform that extends far beyond a single prototype.

Develop a Modular ‘Crate Ecosystem’:

- Build a decentralized supply model where Canadian companies contribute plug-and-play subsystems—chassis, hybrid drivetrain, electronics, materials, AI control systems.
- This mirrors emerging modular manufacturing trends seen in defense and motorsport industries.

Showcase as a National Innovation Platform:

- Use the performance prototype as a public research artifact—a touring exhibit at motorsport festivals, design biennales, and innovation summits.
- Each appearance reinforces the message that Canada can engineer excellence under its own name.

Expand into Clean-Tech and Defense Applications:

- The crate system could later power zero-emission R&D, military mobility prototypes, or lightweight material innovation.
- This builds on government interest in dual-use technology—civilian innovation with defense potential.

In a time when countries are redefining identity through industry—Japan with design minimalism, Germany with precision, Italy with emotion—Canada should no longer define itself solely through resource exports or contract manufacturing.

Establish a Design-Led Industrial Policy:

- Advocate for a national framework that treats design as strategy—the bridge between technology, culture, and economics.
- This aligns with current federal narratives on “Innovation for Identity” and “Made-in-Canada 2030.”
-

Create a Halo Performance Vehicle:

- Develop a limited-production, high-performance prototype that serves as a tangible proof of Canadian capability.
- Like Rimac in Croatia or Togg in Turkey, a single flagship product can shift global perception.

Redefine Innovation Success Metrics:

- Move beyond measuring success by export volume or factory output.
- Instead, value symbolic capital—national pride, storytelling, and creative authorship—alongside economic ROI.

Value Proposition Summary — Why This Opportunity Matters

Stakeholder Group	What They Gain	Why It Matters Now	How Takaya Delivers It
Government & Innovation Agencies(ISED, SIF, SDTC, Ontario EconDev)	- Proof of ROI in national identity, not just production- Strengthened technological sovereignty & clean-tech leadership- A tangible case for design-led innovation policy	Canada is redefining industrial independence after trade tensions and EV policy shifts. The government seeks projects that blend **innovation, identity, and sustainability.**	- Positions the performance prototype as a **national R&D platform**- Aligns with clean-tech funding priorities (hybrid/EV systems)- Demonstrates policy-to-product success story
Industry & Suppliers(Magna, Linamar, Multimatic, APMA, CME)	- Global visibility & authorship under a Canadian identity- Shared IP development platform (crate ecosystem)- New R&D use cases & technology showcases	Canadian suppliers are world leaders in capability but **invisible in brand authorship.** They need a unifying flagship project to demonstrate collective excellence.	- Integrates suppliers through a **crate manufacturing ecosystem**- Provides collaborative testing through **Ontario Tech's ACE facility**- Uses shared branding to raise export and PR value
Investors & Innovation Funders(BDC, Venture Labs, Private Funds)	- Early ownership in a defensible national innovation story- Exportable IP and hybrid technology applications- Long-term scalability to other sectors (clean-tech, defense)	Global investors are turning to **identity-driven innovation**—where design narrative and tech converge (e.g., Rimac, Polestar, Togg). Canada currently has no entry in this category.	- Frames the prototype as a **platform, not a product**- Offers measurable R&D deliverables and design narrative- Creates opportunity for **high-visibility equity partnerships**
Public, Designers & Enthusiasts(Motorsport fans, students, citizens)	- National pride & ownership in a symbolic innovation- A story that represents "how Canada moves"- Educational and cultural inspiration	After the trade war and global reindustrialization, Canadians want to see their innovation represented under their own flag. There's a growing **cultural demand for national authorship.**	- Creates a **halo vehicle** as a cultural artifact- Engages universities & youth via co-design opportunities- Translates engineering excellence into **emotional identity**

THANK YOU

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