WATERLOO: THE FUTURE OF AUTOMOTIVE INNOVATION

Waterloo has one of the world’s deepest automotive R&D ecosystems that works in partnership with industry on groundbreaking technologies, including autonomous vehicles, intelligent systems, prototyping and software, and automated manufacturing.

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**Quick Facts:**

- Over 70 automotive companies in nine different areas of automotive tech
- Home to Ford, GM, Toyota and Bosch (ETAS/ESCRYPT) innovation labs
- Successful history of Auto OEM and Tier1/2 suppliers
- Pioneer of autonomous vehicle R&D in Canada
- Over 1,200 tech startups founded in the past five years
- Fastest-growing tech talent market in Canada

**Waterloo Centre for Automotive Research (WatCAR)**
The largest university-based automotive research centre in Canada with over 125 faculty members involved in automotive R&D, including connected and autonomous vehicles, prototyping and software, and powertrain and emissions.

**Waterloo Intelligent Systems Engineering Lab**
Industrial research in the safety, scope and architecture requirements of intelligent systems with a focus on autonomous vehicles.

**Centre for Intelligent Antenna and Radio Systems**
A world-class R&D environment for innovation in all aspects of electromagnetic communication and sensing science/engineering, including an outdoor test track for automotive applications.

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**INTERNATIONALLY RECOGNIZED AND LOCALLY SIGNIFICANT COMPANIES**

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Looking to locate, relocate or expand?
ESCRYPT CANADA

ESCRYPT Canada – a subsidiary of BOSCH – landed in Waterloo in 2016, establishing their technical headquarters for North America. Taking advantage of Waterloo’s low cost and competitive talent, they quickly grew to 40 employees, built a successful prototype in Waterloo, and acquired a local company – TrustPoint Innovation.

“The automotive industry is a primary focus of our business. In Waterloo, we benefit from both a strong tech culture and proximity to the critical automotive hub in Southern Ontario,” says David MacFarlane, General Manager for ESCRYPT Waterloo. “The location is ideal to allow us to access auto manufacturers and parts suppliers in Ontario as well as the manufacturers and designers located just down the road in Michigan. We are close to key customers and important partners.”

WATERLOO. COLLABORATIVE. INVENTIVE. ENTREPRENEURIAL.

- Futureproof talent pool of 72,000+ students from three internationally recognized post-secondary institutions – University of Waterloo, Wilfrid Laurier University, Conestoga College – which produce graduates with 2+ years relevant, real-world work experience
- Waterloo is centrally and strategically located within the Toronto-Waterloo Corridor and provides one-day access to more than 150+ million people
- Thriving start-up community – second highest density of start-ups per capita in North America
- One of Canada’s most innovative regions, with an average of 15 patents granted per 10,000 people (11 times the national average)
- Supportive and collaborative ecosystem with 150+ research centres working together to make an impact and support a risk-taking approach to solving real world challenges
- The University of Waterloo’s unique IP ownership policies make it easier to transition ideas from experts and students into new products with few barriers
WATERLOO IS AT THE CENTRE OF CANADA’S AUTOTECH ECOSYSTEM

AUTOMOTIVE OEMs
- 415 km/260 mile corridor
- 700+ supplier companies
- 13 assembly lines
- 5 powertrain facilities
- 10 OEM R&D centres

INFORMATION TECHNOLOGY (IT)
- 60 miles/110 km corridor
- 15,000+ tech companies

ONLY NORTH AMERICA REGION WITH OVERLAYING AUTO & IT CLUSTERS