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## **FCA Canada Inc. Historical Highlights**

### **1925**

Chrysler Corporation of Canada Ltd. incorporated in Windsor, Ontario, on June 17, 1925, as successor to Maxwell-Chalmers Motor Company of Canada.

The Company's first President was Ohio-born John D. Mansfield, formerly of Dort Motor Co., Flint, Michigan.

Company had 181 employees, 61,000 sq. ft. of manufacturing floor space, produced 4,500 cars in its first year.

### **1928**

Plymouth and DeSoto Divisions established, making Chrysler a full-line Canadian auto manufacturer. Also, acquires Dodge Bros. (Canada) and truck manufacturer Graham Bros. (Canada).

### **1929**

Chrysler Corporation of Canada opens expanded 280,000-sq.-ft. Passenger Car Assembly Plant on 70-acre site on outskirts of Windsor. This much enlarged facility is nucleus of present-day Windsor Assembly Plant.

### **1931**

First Canadian Dodge trucks built in original Maxwell-Chalmers Plant on Tecumseh Rd. E., Fargo trucks added in 1935.

### **1938**

Engine Manufacturing Plant opened just south of Passenger Car Plant to make six-cylinder motors for Windsor-built Plymouth, Dodge, DeSoto and Chrysler passenger cars and Dodge and Fargo trucks.

National Parts Distribution Centre opened in Chatham, Ontario.

### **1939 – 1945**

Chrysler Corporation of Canada plants convert to war production. Company turned out 181,000 military trucks, millions of rocket tubes and shells, tracers, igniters and gun parts. Chrysler also operated gun plant in Sorel, Quebec.

### **1942**

C. W. Churchill succeeds John D. Mansfield as President of Chrysler Corporation of Canada. Born in Detroit, Churchill worked for Winton and Buick before joining Chrysler in 1934.

### **1945**

Major addition completed at Windsor Passenger Car Plant.

### **1949**

New Canadian Headquarters office building opened on Chrysler Centre, a road across from Car Plant, replacing former head office at Tecumseh Rd. E. plant.

### **1951**

E. C. Row succeeds C. W. Churchill as President. Born in Ohio, Row worked for Dodge Bros. and Chrysler Corp. before coming to Canada in 1942 as Assistant to Churchill. Windsor's E. C. Row Expressway is named for Row, who directed Chrysler Canada's major postwar expansion in the 1950s.

### **1955**

V-8 engine production begins at Windsor Engine Plant.

**1956**

Ron W. Todgham named first Canadian-born President of Chrysler Corporation of Canada. The Company's longest-serving President, Todgham held the position for 19 years.

**1959**

Valiant compacts added to production at Windsor Passenger Car Plant for 1960 model year. Windsor Engine Plant begins production of new slant-six engines for Valiant.

**1963**

The Company's name is shortened to Chrysler Canada Ltd.

National Parts Distribution Centre moved from Chatham to Rexdale, near Toronto.

**1964**

Continuing policy of vertical integration, Chrysler Canada acquires L. A. Young Spring & Wire plants in Ajax and Windsor, former Alcan Aluminum Casting Plant in Etobicoke and Walker Metal Products Foundry in Windsor.

**1966**

Chrysler Canada realigns production under 1965 Canada-U.S. Auto Trade Agreement, or Autopact. Company begins large volume export of 1966 Valiants and Darts to U.S. market in exchange for vehicles not made in Canada.

**1972**

Large, new National Parts Depot and Ontario Regional Office opens in Mississauga, west of Toronto.

**1975**

C. O. Hurly succeeds Ron Todgham as second Canadian-born President of Chrysler Canada. Todgham retires Sept. 30, dies Dec. 26.

Windsor Assembly Plant adds production of all-new 1975 Chrysler Cordoba and Dodge Charger.

**1976**

New \$44 million Pillette Road Truck Assembly Plant opens in Windsor and begins production of full-size Dodge "B" Series Vans and Wagons. Former Chrysler Canada Truck Plant on Tecumseh Road builds light-duty pickups through 1978 model year.

**1979**

Canadian Donald H. Lander succeeds C. O. Hurly as President.

**1980**

Canadian-born M.J. (Moe) Closs succeeds Don Lander as President & CEO of Chrysler Canada. Closs is also named a Vice President of parent Chrysler Corporation.

After 42 years, Windsor Engine Plant closes. Plant is later demolished to make way for expansion of adjacent Windsor Assembly Plant.

**1983**

Chrysler Canada produces five millionth vehicle since Windsor Assembly Plant opened in 1929.

That same year, passenger car production ended after 54 years.

Windsor Assembly Plant undergoes major conversion to produce Chrysler's revolutionary new front-wheel-drive minivans. Lee A. Iacocca officially launches production of 1984 Dodge Caravan and Plymouth Voyager in plant on Nov. 2, 1983.

**1987**

Chrysler Canada acquires former American Motors (Canada) Inc. Purchase includes two vehicle assembly plants Jeep CJ Plant in Brampton and huge, new Bramalea Car Assembly Plant near Toronto, a soft Trim Plant in Stratford, Holmes Foundry in Sarnia and Guelph Plastics Plant in Guelph, Ontario.

Bramalea Assembly Plant begins production of Renault-designed Eagle Premier in October 1987.

**1990**

G. Yves Landry succeeds Moe Closs as President & CEO of Chrysler Canada.

Windsor Assembly Plant begins production of redesigned 1991 Chrysler minivans.

**1991**

Windsor Assembly is first auto plant to win Canadian Award for Business Excellence in prestigious Quality Category.

**1992**

Bramalea Assembly Plant converted to production of Chrysler's all-new "LH" cars – Dodge and Chrysler Intrepid, Chrysler Concorde, LH and New Yorker and Eagle Vision.

After 31 years, former AMC Plant in Brampton is closed. All employees transfer to new Bramalea Plant. Jeep production transferred to Toledo, Ohio.

**1995**

Windsor Assembly Plant begins production of all-new, second-generation 1996 "NS" Minivans in both short and long wheelbase configurations.

**1996**

Windsor-based Automotive Research and Development Centre (ARDC) opened as a partnership between the University of Windsor and Chrysler Canada with an initial investment of \$30 million. It is the first industry/academia research partnership of its kind dedicated to automotive research, development and education.

**1997**

Brampton Assembly Plant begins production of redesigned second-generation "LH" cars – 1998 Intrepid, Concorde and 1999 Chrysler 300M and LHS.

**1998**

President Yves Landry dies on March 15. His successor W.C. (Bill) Glaub, appointed in April, dies on November 26, one week after historic DaimlerChrysler merger.

1998 proves a banner year for Brampton Assembly Plant with the launch of the new Chrysler Intrepid and Concorde, plus the 1999 model year Chrysler 300M and LHS. A third work shift began in July 1998.

**1999**

Edwin H. Brust named President of Chrysler Canada on February 1.

In June 1999, Company changes its name from Chrysler Canada Ltd. to DaimlerChrysler Canada Inc.

**2000**

Windsor Assembly Plant launches production of third-generation 2001 "RS" Dodge Grand Caravan and Chrysler Town & Country minivans.

At ARDC in September 2000, a \$500 million investment in automotive research and development is announced by the University of Windsor and DaimlerChrysler Canada. It was the single largest investment of its kind in Canadian history.

## **2002**

DaimlerChrysler Canada moves into new headquarters office building at 1 Riverside Drive West in downtown Windsor.

At ARDC in September 2002, an additional \$11 million investment by the University of Windsor and DaimlerChrysler Canada is announced for automotive coating research to improve quality, cost and to help the environment.

An innovative new assembly operation that was dubbed the "Windsor Project" was cancelled in May. This assembly operation would have produced a 2005 future product that did not materialize.

## **2003**

Windsor Assembly Plant supplements minivan production with all-new 2004 Chrysler Pacifica Sports Tourer.

Brampton Assembly Plant begins pilot production of 2005 Chrysler 300 Series and Dodge Magnum.

After 23 years, Pillette Road Assembly Plant closes June 12.

November marks 20th Anniversary of minivan production and 10 million units sold worldwide; six million were built at Windsor Assembly.

Ajax Trim Plant closes December 19.

DaimlerChrysler Canada President Ed Brust retires, Dec. 31.

## **2004**

Mark D. Norman becomes 11th President of DaimlerChrysler Canada, Jan. 1.

Windsor Assembly Plant begins production of the all-new 2005 model year minivans with the innovative Stow 'n Go seating feature.

Brampton Assembly Plant begins production of the all-new Chrysler 300 and Dodge Magnum.

## **2005**

Steven J. Landry becomes 12th President of DaimlerChrysler Canada, November 1.

Windsor Assembly Plant begins production of 2006 model year Dodge Caravan, Dodge Grand Caravan and Chrysler Town & Country.

Brampton Assembly Plant begins production of 2006 model year Chrysler 300 and Dodge Magnum. Brampton Assembly Plant announced production of the all-new 2006 Dodge Charger in early 2005.

Chrysler 300 is named North American Car of the Year.

## **2006**

Reid Bigland becomes 13th President and CEO of DaimlerChrysler Canada, July 1, 2006.

Chrysler announces the first full-size diesel-powered SUV to be sold in the U.S. and Canada with the introduction of the Jeep Grand Cherokee CRD.

## **2007**

Chrysler unveils the all-new 2008 Chrysler Town & Country and Dodge Grand Caravan minivans at the North American International Auto Show.

Steven Landry resigns as Chairman of the Board. Reid Bigland assumes the post on May 4, 2007, making him Chairman, President and CEO of DaimlerChrysler Canada.

In July 2007, Company changes its name from DaimlerChrysler Canada Inc. to Chrysler Canada Inc.

## **2008**

Nearly 40 years after the debut of the original, Dodge brings the Challenger back.

A modern muscle car, the Dodge Challenger comes with a fuel-efficient V-6 option and an aggressive entry-level price. The vehicle is built at the Brampton Assembly Plant.

Since the Dodge Grand Caravan's birth 25 years ago, 65 minivan-firsts have led to more than 12 million Chrysler and Dodge minivan sales throughout the world, solidifying Chrysler's leadership in the segment.

Windsor Assembly Plant builds the first production Routan minivan on August 12, 2008, in a partnership with Volkswagen.

The third shift is eliminated at Brampton Assembly Plant on March 28, 2008.

## **2009**

Daimler announces an agreement on its separation from Chrysler Group LLC, relinquishing its remaining 19.9% shareholding in the Company and agreeing to pay as much as \$600 million into the automaker's pension fund.

Chrysler LLC reached an agreement in principle to establish a global strategic alliance with Fiat SpA to form a vibrant new company.

Chrysler draws \$1.6 billion in loans from the Ontario Provincial Government and the Federal Government of Canada to help bridge the economic crisis impacting the auto industry.

## **2010**

In August, the Company announced an investment of \$27.2 million for the Etobicoke Casting Plant, securing 280 jobs and the future of the facility.

## **2011**

In January, Chrysler Group celebrates Job One of the new Chrysler 300/300C, Dodge Charger and Dodge Challenger at Brampton Assembly Plant.

Also in January, Chrysler Group celebrated Job One of the new Chrysler Town & Country and Dodge Grand Caravan at Windsor Assembly Plant.

In April, Chrysler began selling Fiat products in 58 stand-alone studios across Canada.

On May 24, 2011, Chrysler Group repays the Ontario Provincial and Federal Government loans in full and with interest, six years ahead of schedule (\$1.7 billion).

In August, the first production Ram Cargo Van rolled off the line at Windsor Assembly Plant.

Also in August, the first production Lancia Grand Voyager rolled off the line at Windsor Assembly Plant and the first Lancia Thema rolled off the line at Brampton Assembly Plant, both bound for foreign markets.

## **2012**

In May, Windsor Assembly Plant becomes the first Chrysler Group assembly plant to receive Bronze status in World Class Manufacturing.

In July, first Chrysler 300 destined for the Chinese market rolls off the line at Brampton Assembly Plant.

A new four-year agreement is signed with the Canadian Auto Workers Union in September 2012.

Also in September, the first minivan destined for the Chinese market rolls off the line at Windsor Assembly Plant.

## **2013**

November marks 30th anniversary of the minivan at Windsor Assembly Plant.

#### **2014**

Alfa Romeo returns to Canada with four dealership franchises announced. The first product to be sold by the brand is a 2015 Alfa Romeo 4C.

#### **2015**

Chrysler Canada Inc. becomes FCA Canada Inc. in February.

From February 16 through May 25, Windsor Assembly Plant shuts down for major retooling project, which is part of a \$2B USD minivan program investment.

June 17, 2015 marks the 90th anniversary of FCA Canada Inc.

#### **FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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