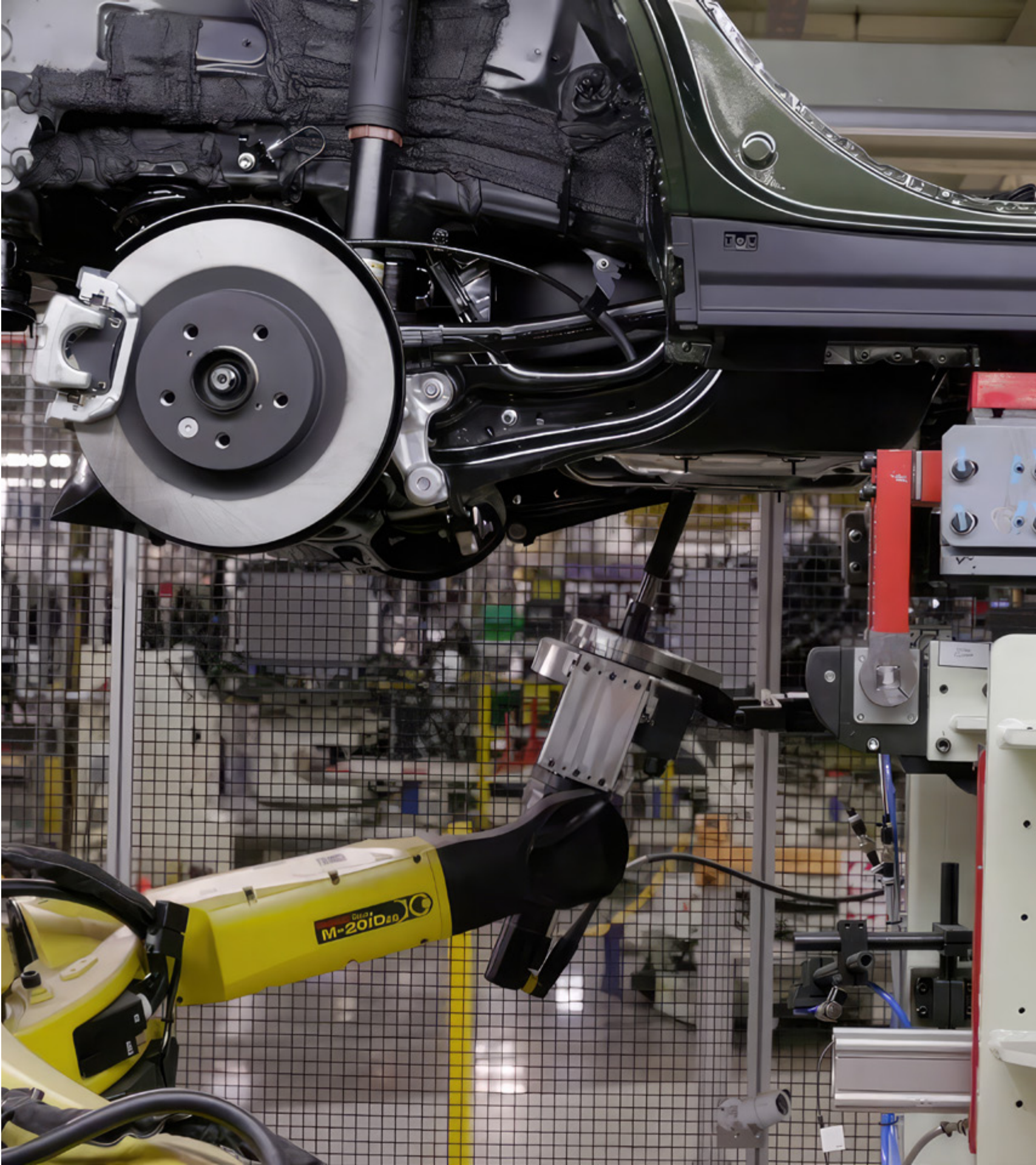




WHY WATERLOO? A Leader in Automotive & Mobility



WATERLOOEDC
inventing the future



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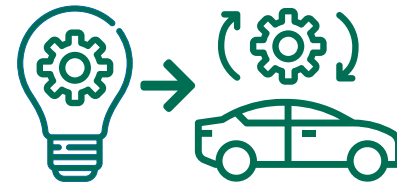
SECTION 1

Top Five Reasons to Invest in Waterloo

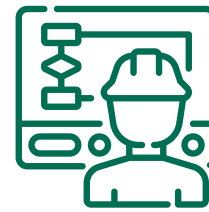
Why invest in Waterloo?



Join a community of automotive OEMs, suppliers, inventive startups and dozens of research centres and commercialization hubs



Join a complete concept-to-commercialization ecosystem. Create entirely new ideas, develop ideas into viable products and then deliver them to markets across the world



#1 highest concentration of computer science talent in North America



Operate cost-effectively – reduce business costs by as much as 50% over Silicon Valley or New York City



Prioritize your team's quality of life in a community with small-town costs and big-city amenities



SECTION 2

A World-Class Automotive Technology Ecosystem

Local and global players who are revolutionizing automotive technologies

In partnership with world-class research facilities, academic institutions and commercialization hubs, 80+ automotive and mobility companies are developing groundbreaking technologies in Waterloo.

This ecosystem includes:

- Auto giants and OEM's like Toyota, Ford, Mercedes-Benz and Bosch, powerful scale-ups like Clearpath Robotics and dynamic startups like Acerta.
- An inventive community of startups creating new AI for applications in automotive, security, manufacturing and more.

Multinationals



Startups and Scale-ups



Commercialization Hubs



We're a full stack automotive technology ecosystem

Connecting Waterloo's autotech ecosystem through twelve different areas of technology

Additive Manufacturing	Manufacturing Automation
Driver Health and Monitoring	Ride Sharing
Clean Technology	Autonomous Vehicles
Prototyping / Analytics	Security
Connected Vehicle	Traffic Monitoring / Asset Tracking
Advanced Driver - Assistance Systems	Automotive Retail / Predictive Maintenance



Find us at the centre of North America's automotive corridor

Located in the heart of both the Toronto-Waterloo Corridor and Canada's Automotive Corridor, Waterloo is one of the few places you'll find world-class automotive and technology ecosystems in one community. For innovative manufacturing companies, we have the talent and technology to go from concept to assembly.

The automotive corridor runs from Oshawa to Detroit with Waterloo right in the middle – a short 415 km/260 mi distance from Detroit.



OEM Facilities

- Auto R&D
 - Passenger Assembly
 - Powertrain Assembly
 - Truck Assembly
 - Battery Assembly
-
- F Ford 
 - G General Motors 
 - Hi Hino
 - H Honda 
 - P PowerCo (Volkswagen) 
 - S Stellantis 
 - N NextStar (Stellantis/LG) 
 - T Toyota 
-
-  EV / Hybrid Battery

Strategic location for global market access

Canada's trade agreements provide access to more than 50 countries, 1.5 billion customers and 60% of the global economy.

Canada is #1 in trade connection to G7 countries

Free trade agreements include:

- United States-Mexico-Canada agreement (USMCA)
- Comprehensive Economic Trade Agreement (CETA)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

Waterloo is in proximity to four international airports, near five Canada-US border crossings and has one-day ground access to more than 194 million consumers.

The 401 Superhighway connects the major automotive OEMs and suppliers located in Canada to the American midwest.



SECTION 2

Waterloo hosts Canada's largest automotive research centre

As the umbrella over everything related to automotive and mobility on UWaterloo's campus, the Waterloo Centre for Automotive Research (WatCAR) facilitates relations with industry and the university's research faculty and students.

Access to 125+ faculty with 30+ research competencies, WatCAR is leading the largest university-based centre of automotive research.

We're also home to the Autonomous Vehicle Research and Intelligence Laboratory (AVRIL), which operates UWaterloo's autonomous vehicle project and other initiatives.

WatCAR research and expertise list:

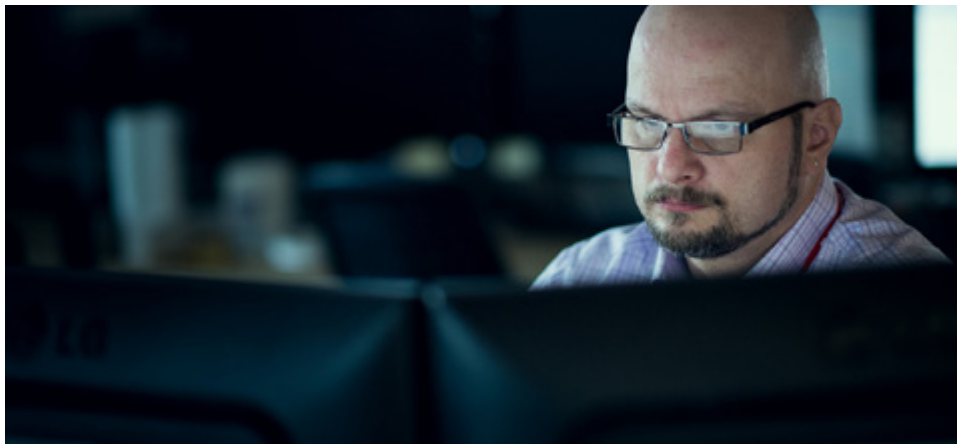
- Connected and Autonomous
- Lightweighting and Fabrication
- Powertrain and Emissions
- Software and Data
- Structure and Safety



Research centres, incubators and hubs catalyzing automotive technologies

Waterloo.AI

- Founded in 2018, Waterloo.AI has 300+ professors and research associates, spanning 6 faculties and more than 35 departments and schools
- Focuses on foundational and operational AI



Partners include:



Velocity

- 500+ companies incubated since 2008
- \$40B collective enterprise value by Velocity companies to date



Companies include:



Catalyst 137

- At 465,000 sq ft, Catalyst 137 is the world's largest Internet-of-Things manufacturing space
- Variety of startups, scale-ups and enterprises



Companies include:



A dynamic tech ecosystem

There's a reason the Waterloo brand is synonymous with tech – this is a true tech hub.





SECTION 3

Talent to Fuel Your Company's Growth

SECTION 3

The highest-quality tech workforce in Canada

You don't have to take our word for it. CBRE – one of the world's leaders in tech workforce research – has ranked Waterloo as #1 in Canada for tech talent quality for six straight years.

Here's the proof:

- 1 UWaterloo is the largest engineering university in Canada. All co-operative education students graduate with 2+ years of real-work experience.
- 2 The Global Talent Stream program makes international recruitment simple – you can have a permanent resident visa and work permit approved in two weeks.
- 3 Waterloo's collection of global companies like Ford and Toyota, mixed with scale-ups like Miovision and Geotab, position us as a preferred destination for job seekers.



Driving auto with AI

Waterloo is at the centre of Canada's emergence as a global leader in applied artificial intelligence

- The Toronto-Waterloo Corridor has the highest concentration of AI startups in Canada.
- 135+ companies are using applied AI to solve challenges ranging from manufacturing to autonomous vehicle applications.
- Partnership with the SCALE.AI Supercluster – an industry-led consortium dedicated to boosting Canada's leadership in applied AI.



Mercedes-Benz partnered with OVIN to launch an incubator in Waterloo, focusing on electric vehicles, AI and advanced components. Collaborating with the University of Waterloo, they're developing neuromorphic computing algorithms to enhance AI processing speed and efficiency while reducing energy consumption.



SECTION 3

Talent from one of Canada's top technology universities

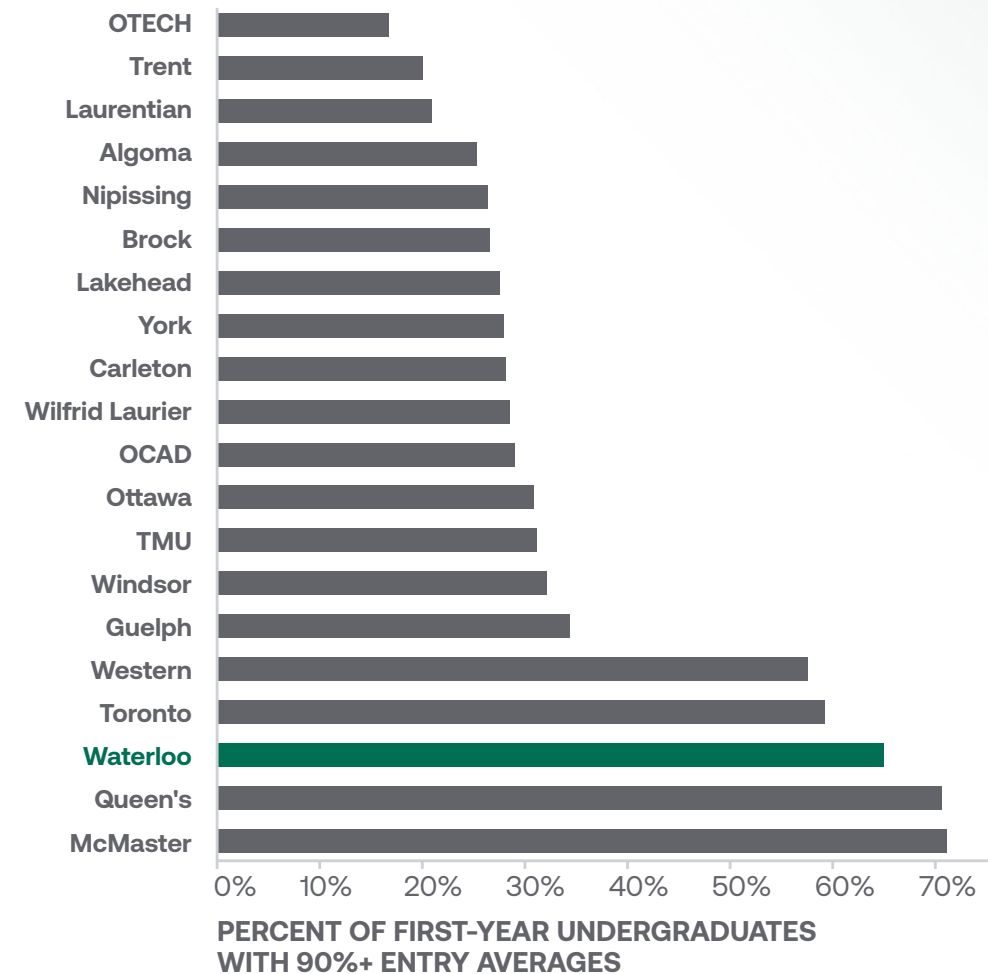
UWaterloo is responsible for one of the world's top tech talent pipelines. Nearly two thirds of all new students have a 90%+ entry average. Every engineering and computer science student graduates with two years of on-the-job paid work experience.

Here's why you should care about UWaterloo:

- Named "Canada's Most Innovative University" 30 times
- #3 in Canada and #15 in North America for computer science according to the 2025 QS World University Rankings
- Home to Canada's largest engineering school
- 20% of tech founders in Canada are graduates of UWaterloo (Pitchbook)

"Waterloo's approach to discovery and invention is completely unique, how they nurture ideas, refine and launch them onto the global stage."

– Chris Hadfield, Canadian Astronaut



Work-ready graduates from the world's largest co-operative education program

Co-operative education (co-op) gives engineering and computer science students 2+ years of on-the-job experience before graduation. With 8,000+ employers from over 70 countries, co-op placements are available year-round.

Top employers that hire our co-ops for work





ONE WAY



Larned

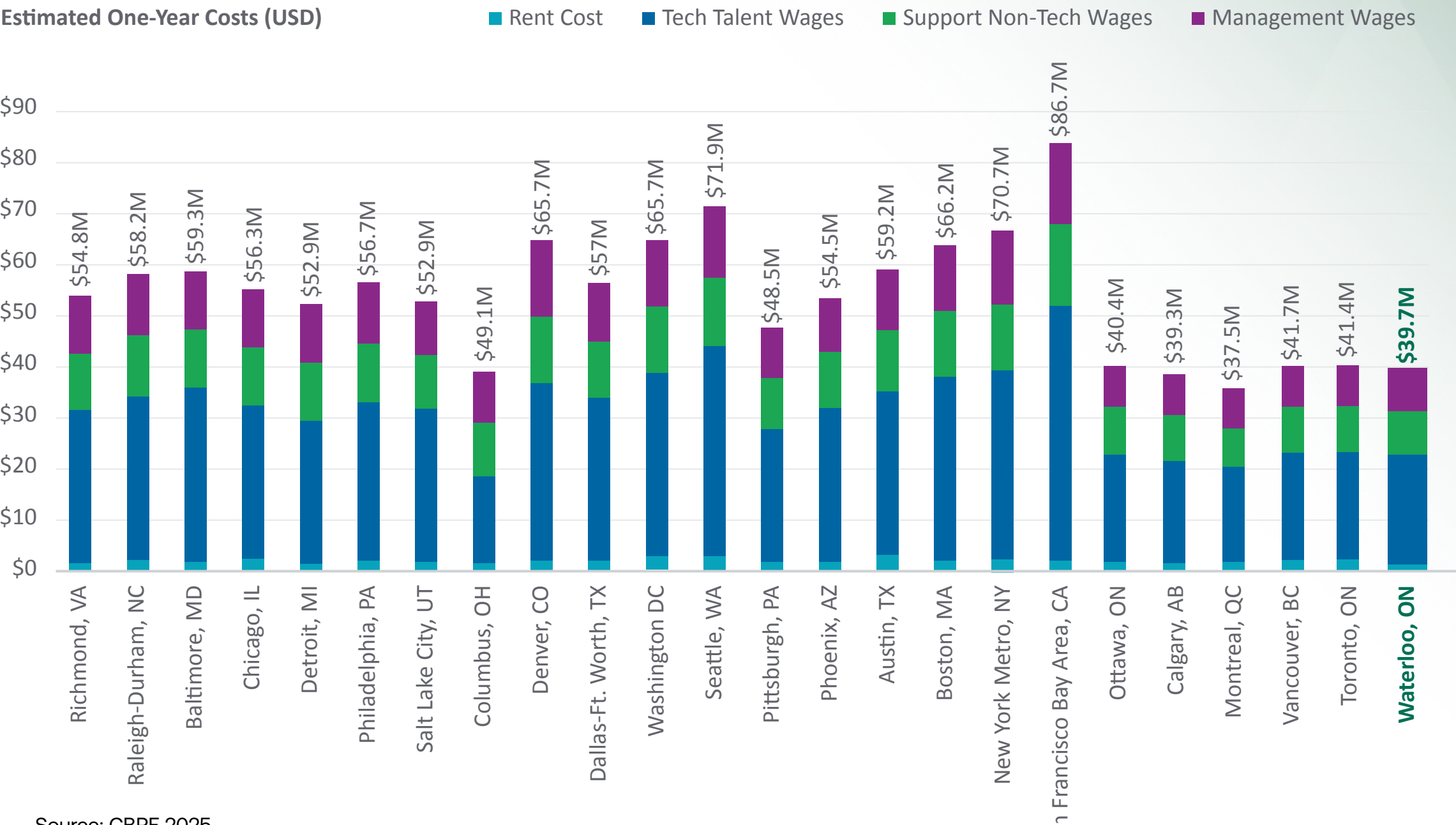


SECTION 4

Greater Value for Your Business

Cost advantages that can help you compete

Lower costs mean a bigger opportunity for growth



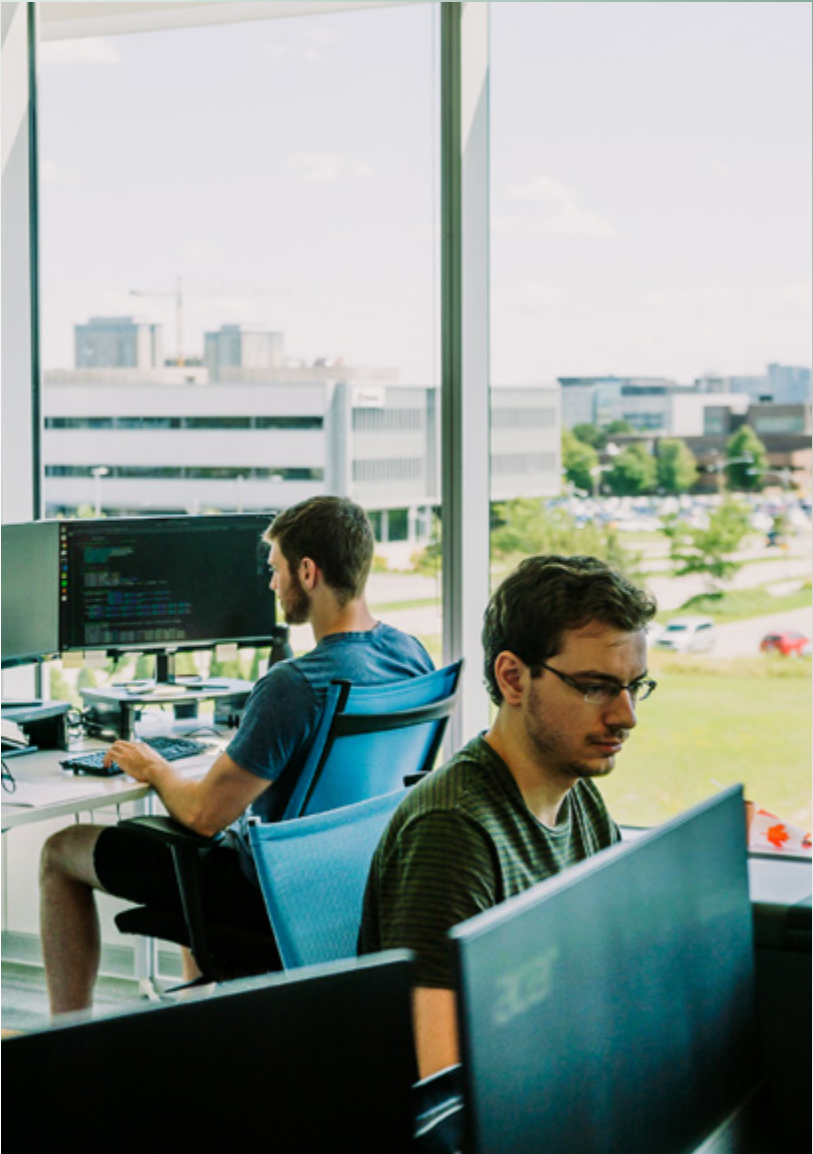
Source: CBRE 2025

Better value for better talent

Lower cost-of-living means competitive costs for top-tier talent

	Waterloo (USD)	San Francisco (USD)	Boston (USD)	New York (USD)	Toronto (USD)
Software Developer	\$79,060	\$162,921	\$133,066	\$139,454	\$96,632
Software Engineer	\$81,372	\$168,020	\$137,223	\$144,191	\$99,427
Data Scientist	\$81,373	\$165,375	\$134,988	\$143,759	\$100,504
DevOps Engineer	\$80,614	\$141,461	\$115,732	\$119,674	\$84,034
Product Manager (Technical)	\$87,420	\$157,781	\$146,957	\$166,290	\$93,082

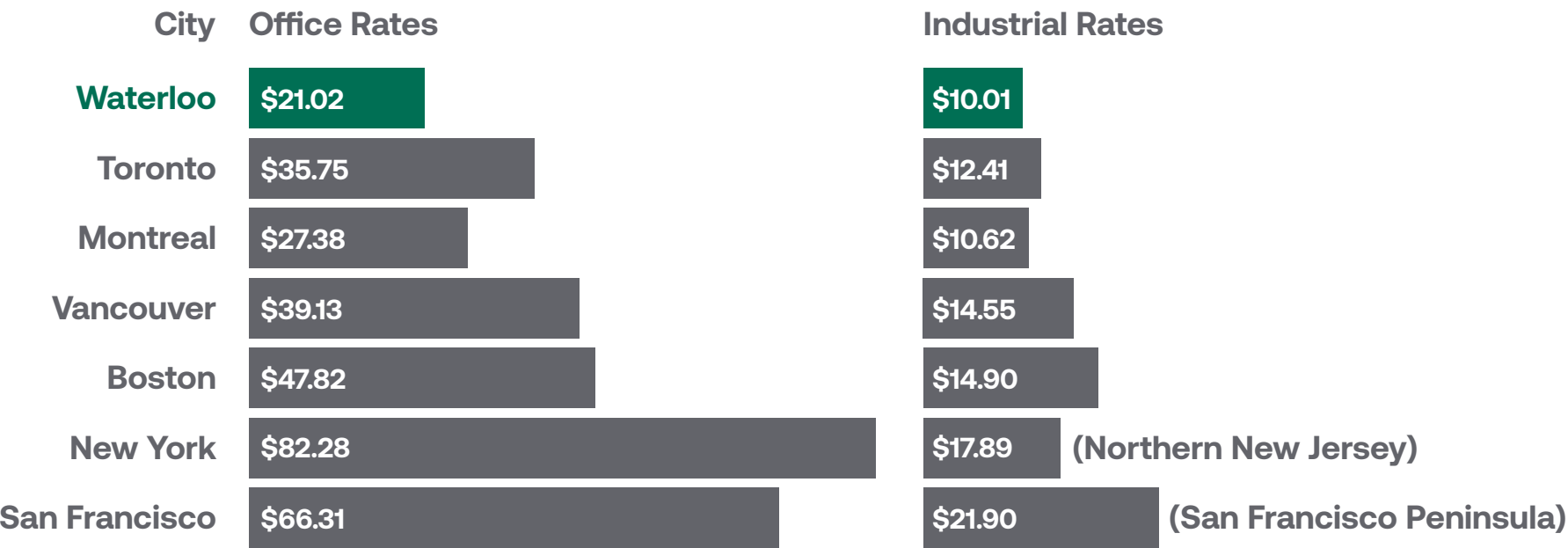
Source: ERI, Q2 2025 - Converted using 2024 Bank of Canada annual exchange rate of 1 CAD to \$0.7300 USD



Better value per square foot

Is creating the ideal environment for innovative work important to you?
Build/lease the office of your dreams for a fraction of the cost.

Average asking lease rate (/square foot/year in USD)



Source: CBRE 2025
Industrial Numbers Canadian Reports: Cushman & Wakefield (Q2, 2025)
Industrial Numbers US Reports: Cushman & Wakefield (Q2, 2025)



Better value for better research

Save on research costs

When you partner with the University of Waterloo, professor salaries are 100% university funded, compared to the US where companies pay for this time.

At the University of Waterloo, only 30-40% of university overhead is charged to your business, compared to the US where fees can be much higher.

The Scientific Research and Experimental Development (SR&ED) program offers up to 35% in tax incentives to businesses in Canada that conduct research and development in science and/or technology. In total, our R&D tax credit programs can save your company up to 66.5% of its R&D costs.







SECTION 5

A Better Way to Live

Housing your staff can afford

Locate in a community where your employees can get more for less

Median home price (USD)

Waterloo	Boston	New York	San Francisco
\$523,970	\$799,500	\$760,000	\$1,200,000

Source: Royal LePage House Price Survey (Q2, 2025) Realtor.com, September 2025

Average monthly apartment rent (USD)

Waterloo	Boston	New York	San Francisco
\$1,569	\$2,221	\$1,887	\$2,676

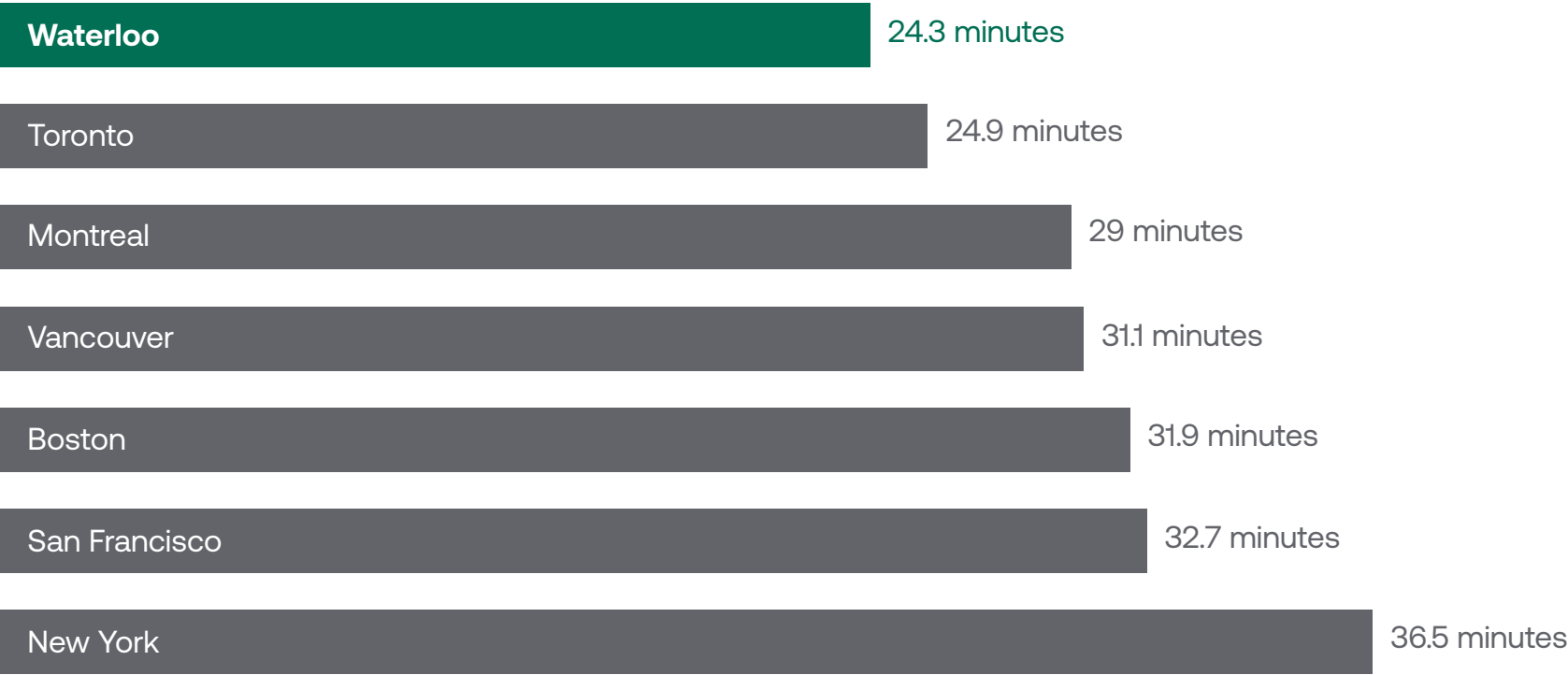
Sources: Average asking rents for two-bedroom apartments, by Census Metropolitan Area, dollars. StatsCan, Q1, 2025
Median Gross Rent by Bedrooms, 2-bedroom, US Census Bureau, 2024



A commute you can enjoy

The best commute is a short commute. Give your team the gift of time.

Average commute (minutes)



Everything you want – right next door

Professional sports, the great outdoors, a day at the beach – all within reach



within
30
min

- Hiking and trails
- Road bike routes
- Excellent restaurants



within
60
min

- Toronto – professional sports, world-class shopping, and tourist attractions including the CN Tower, Ripley's Aquarium, and the Art Gallery of Ontario
- Stratford Festival – the world's largest Shakespearean Festival
- Canada's Largest Airport



within
120
min

- Niagara Falls
- Wasaga Beach – the world's largest freshwater beach
- Blue Mountain Ski Resort



SECTION 6

Waterloo EDC's Complimentary Services



Want to locate, relocate or expand your business in Waterloo?

We provide support at no cost to you or your business. Waterloo EDC can:

- Introduce you to local business leaders
- Identify industrial and commercial real estate opportunities
- Provide information about relevant incentives
- Connect you with legal, tax and accounting experts



WE ARE HERE TO HELP YOUR BUSINESS GROW AND SUCCEED



There is room here for your success

Learn more about
Waterloo at **waterlooredc.ca**
or contact us today at
info@waterlooredc.ca



WATERLOOEDC
inventing the future