


# Don't Buy

SaveOshawaGM 

Unifor is urging consumers not to buy GM vehicles made in Mexico. At a time of record profits, GM wants to close its top-quality Oshawa plant, throwing thousands out of work. At the same time, the company is expanding in Mexico to take further advantage of low pay and a lack of human and labour rights. GM workers in Mexico are paid \$US 2 per hour, and do not have access to independent democratic unions. Find out more at <https://www.saveoshawagm.ca/>

## How do I avoid Mexican-made GM Vehicles? It's easy.

Two GM vehicles are made only in Mexico (Chevrolet Blazer and GMC Terrain), and one is made only in Mexico and overseas (Chevrolet Trax). To show your support for Oshawa workers, simply don't buy any of these three vehicles.

Four other vehicles are made in Mexico and Canada or the United States (Chevrolet Equinox, Chevrolet Silverado, GMC Sierra and Chevrolet Cruze). Simply look for the Vehicle Identification Number (VIN), and don't buy any of these vehicles with a VIN number that starts with "3," which means it was made in Mexico.

## GM builds seven vehicles in Mexico for sale in Canada and the United States.

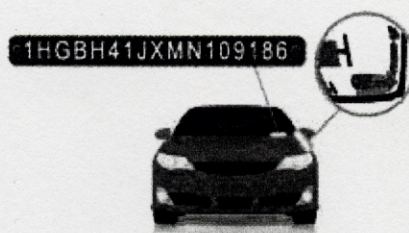
Vehicle	Where it's made	Recommendation
Chevrolet Blazer	→ Mexico only	→ Don't buy
GMC Terrain	→ Mexico only	→ Don't buy
Chevrolet Trax	→ Mexico and South Korea	→ Don't buy
Chevrolet Equinox	→ Mexico and Canada	→ If VIN starts with 3, don't buy
Chevrolet Silverado	→ Mexico, Canada, United States	→ If VIN starts with 3, don't buy
GMC Sierra	→ Mexico, Canada, United States	→ If VIN starts with 3, don't buy
Chevrolet Cruze	→ Mexico and United States	→ If VIN starts with 3, don't buy

## What's a Vehicle Identification Number (VIN)?

Every vehicle sold in Canada or the United States has a unique Vehicle Identification Number (VIN). A VIN is the identifying code for a specific vehicle, serving as the vehicle's fingerprint as no two vehicles in operation have the same VIN. A VIN is composed of 17 characters (digits and capital letters) and displays the car's unique features, specifications and manufacturer. A VIN that starts with "3" means that the vehicle was made in Mexico.

## Where do I find the VIN?

The VIN can be found by looking at the dashboard on the driver's side of the vehicle. The easiest way to view it is to stand outside the vehicle on the driver's side and look at the corner of the dashboard where it meets the windshield. If the VIN cannot be found there, open the driver's side door and look at the door post (where the door latches when it is closed). The VIN will also be on all title and registration documents.





For more than fifty years, our union has had a policy urging consumers to purchase North American union-made vehicles to support good jobs in our communities and strengthen our economy.

There are 72 vehicles on the current list below. These vehicles are made in Canada or the United States by members of Unifor or the UAW. Because of the integration of vehicle production in both countries, vehicles listed as made in the United States include significant Unifor-made content and support the jobs of Unifor members. Both Unifor and the UAW support the purchase of union-made vehicles from both countries.

## North American Union-Made Vehicles

### UNIFOR

#### CARS

Cadillac XTS  
Chevrolet Impala  
Chevrolet Impala (police)  
Chrysler 300  
Dodge Challenger  
Dodge Charger

#### SUVS/CUVS

Chevrolet Equinox\*  
Ford Edge  
Ford Flex  
Lincoln MKT  
Lincoln Nautilus

#### TRUCKS

Chevrolet Silverado (Double Cab)  
GMC Sierra (Double Cab)

#### VANS

Chrysler Pacifica  
Dodge Grand Caravan

### UAW

#### CARS

Buick LaCrosse  
Cadillac ATS  
Cadillac CTS  
Cadillac CT6 (excluding plug-in hybrid)  
Chevrolet Bolt (electric)  
Chevrolet Camaro  
Chevrolet Corvette  
Chevrolet Cruze\*  
Chevrolet Cruse (diesel)  
Chevrolet Impala  
Chevrolet Malibu  
Chevrolet Sonic  
Chevrolet Volt (electric)  
Ford Mustang  
Ford Taurus  
Lincoln Continental

#### TRUCKS

Chevrolet Colorado  
Chevrolet Medium-Duty Navistar  
Silverado (crew cab)  
Chevrolet Medium-Duty Navistar  
Silverado (regular cab)  
Chevrolet Silverado\*  
Ford F Series  
Ford F-650/750  
Ford Ranger  
Ford Super Duty Chassis Cab  
GMC Canyon  
GMC Sierra\*  
Ram 1500\*

#### SUVS/CUVS

Buick Enclave  
Cadillac Escalade  
Cadillac Escalade ESV  
Cadillac Escalade Hybrid  
Cadillac XT4  
Cadillac XT5  
Chevrolet Suburban  
Chevrolet Tahoe  
Chevrolet Tahoe (police)  
Chevrolet Traverse  
Dodge Durango  
Ford Escape  
Ford Expedition  
Ford Explorer  
GMC Acadia  
GMC Yukon  
GMC Yukon Hybrid  
GMC Yukon XL  
Jeep Grand Cherokee  
Jeep Wrangler  
Lincoln MKC  
Lincoln Navigator

#### VANS

Chevrolet Express  
Chevrolet Express (cut away)  
Ford E-Series (cut away)  
Ford Transit  
GMC Savana  
GMC Savana (cut away)

Vehicles marked with an asterisk (\*) are also produced in Mexico

When purchasing a vehicle marked with an asterisk check the Vehicle Identification Number (VIN) - a "2" identifies a Canadian-made vehicle. A "1", "4", or "5" identifies as U.S. Made. The number "3" identifies a vehicle that is made in Mexico.

Vehicles that are not listed, even if produced in Canada or the United States, are not union made.



## **Why Unifor is asking consumers not to buy GM vehicles made in Mexico**

# **GM is sending Canadian jobs to Mexico.**

At a time of record profits, GM wants to close its top-quality Oshawa plant, throwing thousands out of work. At the same time the company is expanding in Mexico to take further advantage of low pay and a lack of human and labour rights. In 2014, GM confirmed plans to spend \$US 5 billion to double production in Mexico<sup>i</sup>. If GM closes Oshawa, by 2020 the company will have cut annual production in Canada by 418,000 vehicles (67%), while increasing annual production in Mexico by 304,000 vehicles (47%). GM also recently announced plans to close two assembly plants in the United States. It's clear that GM is shifting jobs to Mexico.

## **What's Mexico's record on human and labour rights?**

Mexico has an extremely poor record on human and labour rights. Most Mexican workers cannot freely join independent democratic trade unions. The vast majority of so-called unions in Mexico are controlled by companies and the government, work to suppress wages, and are not recognized by international labour union federations<sup>ii</sup>. The UN's International Labour Organization<sup>iii</sup>, and Human Rights Watch<sup>iv</sup>, regularly raise serious concerns about rights in Mexico.

## **What does GM pay its workers in Mexico?**

GM workers are paid an average of just \$US 2 per hour at its assembly plants in Mexico. A comprehensive study released in 2017 detailed wages at GM's San Luis Potosi, Ramos Arzipe and Toluca plants that ranged from 29 to 44 pesos per hour<sup>v</sup>. Even allowing for moderate wage increases since then that works out to an average below \$US 2 per hour, at current exchange rates. Auto parts workers are paid even less. After-inflation wages have not grown in Mexico since NAFTA was signed 25 years ago<sup>vi</sup>.



## **Is this action aimed at Mexican workers?**

Absolutely not. Unifor has long advocated for stronger human and labour rights in Mexico. We have a proud record of working directly with civil society organizations in Mexico, and supporting the handful of independent trade unions in the country. Through the union's Social Justice Fund<sup>vii</sup>, Unifor has two projects underway to strengthen democratic unions and promote human rights in Mexico. During the re-negotiation of NAFTA we worked directly with our Mexican allies, including hosting a delegation of independent labour leaders in Ottawa<sup>viii</sup>, to successfully push for measures to raise labour standards in Mexico. Mexican workers are not helped by GM perpetuating a system designed to suppress their wages and rights.

## **Why focus on GM?**

GM has been the most aggressive automaker operating in North America to take advantage of low pay and a lack of human rights in Mexico. Last year GM became the largest automaker in Mexico for the first time, and will soon be building one million vehicles per year in the country, with the vast majority exported to the U.S. and Canada. Other automakers have operations in Mexico too, and we have always been opposed to buying Mexican-made vehicles built under exploitative conditions. In its pursuit of ever-higher profits, GM has simply gone too far.

## **Is this a boycott of all GM vehicles?**

No. We are urging consumers to support our GM members by continuing to purchase the excellent high-quality vehicles built by union members in Canada and the United States.

## **Which vehicles should I buy?**

For more than fifty years, our union has had a policy urging consumers to purchase North American union-made vehicles. There are 72 vehicles on the current list, which can be found at [SaveOshawaGM.ca](http://SaveOshawaGM.ca). These vehicles are made in Canada or the United States by members of Unifor or the UAW. Because of the integration of vehicle production in both countries, vehicles listed as made in the United States include significant Unifor-made content and support the jobs of Unifor members. Both Unifor and the UAW<sup>x</sup> support the purchase of union-made vehicles from both countries.



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- i. <https://www.wsj.com/articles/gm-to-invest-5-billion-to-expand-facilities-in-mexico-1418323909>
  - ii. <http://www.industrialunion.org/industrial-rejects-mexicos-latest-labour-reform-proposal>  
and <http://www.industrialunion.org/ctm-thugs-kill-two-brothers-at-the-media-luna-mine-in-mexico>
  - iii. <http://www.lbs.adv.br/conteudo/2018/pdf/informativo-sindical/Informe-Anual-Peritos-CEACR-OIT-2018.pdf>
  - iv. <https://www.hrw.org/world-report/2019/country-chapters/mexico>
  - v. <https://library.fes.de/pdf-files/iez/13154.pdf>
  - vi. <https://www.businessinsider.com/mexico-wages-incomes-poverty-2017-2>  
and [https://www.moodys.com/research/Moodys-says-structural-impediments-to-Mexico-growth-re main-despite-NAFTA--PR\\_371005](https://www.moodys.com/research/Moodys-says-structural-impediments-to-Mexico-growth-re main-despite-NAFTA--PR_371005)
  - vii. <https://unifor.org/en/about-unifor/unifor-social-justice-fund>
  - viii. <http://www.industrialunion.org/node/58268>  
and <https://www.unifor.org/en/take-action/campaigns/north-american-free-trade-agreement-nafta>
  - ix. <https://uaw.org/app/uploads/2018/11/2019-Vehicle-Guide-v2.pdf>