

How we came up with this ad

The concept for this ad began with the famous Henry Ford adage that workers should be able to buy the cars they make.

We knew that Canadian workers could buy the cars they make, and do.

The question, then, was whether Mexican workers can do the same. If not, what could they buy?

So we looked at the price of an Equinox – currently made both in Ingersoll at the CAMI plant there, and at GM’s San Luis Potosi and Ramos Arzipe plants in Mexico – and divided it by the wages of a CAMI worker.

This gave us a certain number of hours, which we multiplied by the wages of a Mexican worker at the San Luis Potosi plant. We then took that dollar value, and looked at what it would buy.

Based on prices on the GM parts website and Canadian Tire, and giving preference to the cheapest options available, we determined that Mexican workers could purchase only the wheels (rims and tires) and a steering wheel for the car they make.

Here are the numbers:

- 2018 Equinox: About \$30,000 for the standard mid-priced model
- CAMI wages: \$35/hour
- Time for a CAMI worker to earn \$30,000: 5½ months
- San Luis Potosi and Ramos Arzipe wages: 2.50/hour, or \$5,200 a year
- 5½ months’ pay at San Luis Potosi and Ramos Arzipe: \$2,860
- Cost of an Equinox steering wheel: \$184.49-\$242.42
- Cost of Equinox rims: \$284.93-\$408.78 each
- Cost of Tires: \$185.99 each
- Total cost for rims, tires and a steering wheel: \$2667.64-\$3,348.76

It should be noted that the price of an Equinox in Mexico is about 15 per cent higher in Mexico than in Canada. It is not clear, however, if parts such as rim, tires and steering wheels are also more costly, so we used Canadian prices.



The advertisement is set against a blue background. At the top, a steering wheel is shown. Below it, the quote "One's own employees ought to be one's own best customers." is written in white, with "- Henry Ford" underneath. In the center, a stack of tires and a wheel rim are displayed. Below the tires, the text reads "A simple good idea, but under NAFTA it's just not reality." followed by "Canadian and U.S. workers can and do buy the cars they make. But Mexican workers can barely afford the steering wheel and tires." At the bottom, the UNIFOR logo (a red 'U' with "the Union | le syndicat" below it) is on the left, and "#ABetterNAFTA" and "unifor.org/NAFTA" are on the right.