Jack Lifton on how the Windsor battery plant marks “the return of total vertical integration to North America”

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In this InvestorIntel interview, Tracy Weslosky is joined by Critical Minerals’ industry expert and InvestorIntel Editor-in-Chief Jack Lifton to discuss the Ontario government’s recent announcement to make the largest private sector investment in Ontario history in a $5B Windsor battery plant.

Jack discusses the cyclic history of vertically integrated OEM automobile manufacturing in the US and Canada and its decline, due to globalization by the domestically owned US automotive manufacturing industry. Jack sees an imminent return to the industry of vertical integration, first in Canada’s automotive manufacturing center, Ontario. Jack explains how the Windsor battery plant in fact marks “the return of total vertical integration to North America” making Windsor, perhaps, as a symbol of Ontario’s natural critical resources and manufacturing capacities possibly “more important than Detroit in about 10 years in the North American OEM automotive industry.”

To access the complete episode of this Critical Minerals Corner discussion, click here