



THE PLACE FOR C.A.S.E.

By Tim Mayle

Findlay, Ohio's success (#FindlayFormula) is a culture built upon a framework of intentional relationship building and collaboration between business, education and government.

Over the past six years as the Top Micropolitan, the Findlay Formula has resulted in 173 projects, 4,490 jobs and \$1.33 billion invested. Site Selection Magazine coined the phrase "Findlay Formula" in March 2016.

Findlay Formula for CASE

Findlay Hancock County Economic Development implements the Findlay Formula to attract automotive investment related to Connectivity, Autonomous, Sharing and Electrification (CASE).

It has been widely discussed over the past few years that the automotive industry is in a disruptive and transitional phase, all relating to CASE. OEMs are

evaluating their existing supply chains, capital investments and operating in a somewhat uncertain future, especially with regard to electrification. OEMs have set targets for what percentage of their fleet will be electrified by certain years. Our goal is to help the OEMs build out their supply chain required to meet their goals.

Decades in the Making

Over the past five years, we have worked with many strategic partners to understand the changes in the automotive supply chain. Findlay Hancock Economic Development has visited OEMs, Tier 1 suppliers, regularly attended Center for Automotive Research events, traveled the globe and has determined Findlay is the place for CASE.

In the 1980's, Findlay attracted several Japanese suppliers as a result of a trade mission to Japan that included the Mayor,

Economic Development Director and the President of the University of Findlay...the Findlay Formula before Site Selection coined it. The strategic advantage in the 1980's was Findlay's central location to Honda and Mazda. Findlay's location advantage has only improved with the expansion of I-75 to six lanes and many OEMs building or expanding assembly within 100 miles.

OEMs are now forming strategic partnerships to develop battery and fuel cell technology. In 2018 Honda and GM announced a deal to develop battery technology together. Just like in the 1980's, when Findlay was in the middle of Mazda (Flat Rock, Michigan) and Honda (Marysville, Ohio), we are once again in the middle of an automotive opportunity.

Positive Work Environment

In addition to location, I am proud of the work environment Findlay companies have fostered between leadership and associates. Findlay manufactures are known for productivity, safety, worker training and proactive communication. This environment has led to a primarily union free economy.

CAFE Standards

Part of the OEMs' strategy is to meet the Corporate Average Fuel Economy (CAFE) standards. With the passage of United States Mexico Canada Agreement (USMCA), the CAFE standards have been raised to 75% of the assembled vehicles to be made in North America to avoid tariffs from 62.5% in NAFTA. This change will require imports to localize near OEMs or import the product and

undergo a substantive transformation to meet the standard. In either case, Findlay is prepared to localize suppliers or utilize Findlay's Foreign Trade Zone to import parts.

Findlay is Ready For You

Search for Findlay and you will find a city in Northwest Ohio with a population of 42,000. Call me and you will hear of a community home to Ohio's largest company in terms of revenue (Marathon Petroleum Corporation), six Japanese companies all North American headquartered in Findlay, three German companies, a Danish company, a Brazilian company, a Swedish company, the largest dishwasher plant in the world (Whirlpool), Cooper Tire global headquarters and several million square feet of advanced distribution.

Visit me and I am sure you will also meet the Mayor and our education partners. I am certain your company will be profitable and you will be pleased if you decide to locate in the United States' Top Micropolitan. We will put the Findlay Formula to work for you.



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Tim Mayle has worked for Findlay Hancock County Economic Development since 2011. Tim was appointed to the Ohio Regional Economic Development Alliance Study Committee by the Ohio Senate in 2018 and elected to the Ohio Economic Development Association Board of Directors in 2019.

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