



TOWN OF WINDSOR

FACT SHEET

SUBJECT: MICHELIN TIRE PLANT IN WINDSOR?
DATE OF FACT SHEET: 18 January 2018
PREPARED BY (AND CONTACT INFO): LOUIS COUTINHO lcoutinho@town.windsor.ns.ca

Why did the Town cause Michelin to locate somewhere else in the Province? How did the Town mess this up?

This is a classic case of a rumour that has no basis in fact but continues to be repeated and perpetuated by some in the community ... so here are the facts.

The Town was never ever approached about Michelin wanting to locate here. However, everybody in Nova Scotia knew that Michelin was thinking of locating a third plant in Nova Scotia or New Brunswick.

The Mayor of the day and our Industrial Commission immediately took the initiative to write to Michelin asking them to consider the Town as a possible location. No response was received from Michelin but they selected Waterville, in Kings County as the place to locate.

Some people have speculated that the Town “lost the deal” and others that we “chased them away”, all untruths and based purely on someone starting a rumour or hypothesizing on what they think happened.

Perhaps, some facts like the size of the Michelin Plant in Waterville will give our community an idea of Michelin’s needs and the real estate they would require. They currently occupy 11,732,000 square feet or roughly 270 acres of land in Waterville. They have also recently acquired an additional 60 acres of land related to the Greenwood airport for expansion purposes. To give town residents a perspective of what 270 acres covers, consider that the Agricultural Society Lands in total are less than 40 acres of land; the Crombie Development Mall site with Sobeys and Central, Home Hardware, Joe’s Clothing, etc is roughly 29 acres; the Irving lands across the Highway 101 by the Avon River is 16 acres, and the old high school lands that the Town owned was 11 acres, etc. To have a plant the size of Waterville would have encompassed all of the property between the Agricultural Society lands, the Crombie Mall and Central Supplies lands, and a good portion of the lands in downtown Windsor. Just a massive amount of land!

Michelin no doubt would have done their own homework and any reasonable person can see that we just do not have that kind of real estate in Windsor for a plant or footprint of that size.

These are the facts. They did not ask Windsor to locate here; they were never rejected or chased away by the Town; the Town and Industrial Commission approached them to consider Windsor as a site; they selected Waterville 270 acres (Kings County). Previous to that Michelin picked locations like Grantham 115 acres (Pictou County); Lunenburg County roughly 60 acres (near Bridgewater).

Thank you for the question and we hope this rumour is soundly put to bed!

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