

Tackling the big time

Magna backs Le Mans challenger

By ROBERT DONNELLY
Markham-based auto parts manufacturer, Magna International Ltd., is betting that many Europeans will become more aware of the Canadian company by the time the checkered flag is lowered at this year's 24 hour Le Mans endurance classic.

Magna, in conjunction with Rothmans of Pall Mall Ltd., Shell Canada Ltd., clothing maker Sun Ice Ltd., and the Porsche Dealers of Canada, is sponsoring the Canadian entry — a red-on-white Porsche 962C.

Although the 962C weighs in at a slight 1,300 pounds (about half that of a Ford Escort), it packs a punch of 800 horsepower that can catapult itself to 100 km/hr in under three seconds; capable of attacking the 13 kilometre Le Mans course at speeds in excess of 350 km/hr (220 mph). Brun Motorsports, the winning team at the 1986 World Sportscar Prototype Championships, will prepare the slippery twin turbo-charged racer.

Ironically, there are no Magna parts in the 962C, which is perhaps symbolic of both where Magna stands today in the European marketplace and where its aspirations lie in the future.

In the meantime, a \$50,000 sponsorship contribution means greater exposure for Magna. Magna International, accompanied by its stylized MI logo, will be prominently displayed on the uppermost portion of the windshield and on the rear whale fin stabilizer.

However, the catch is that

many spectators at the event may not know what 'Magna' is, says Operations Vice-president Harry Bytzek.

According to Magna's 1986 Annual Report, the company sold \$1.2 billion worth of parts and accessories — everything from body panels to chimes and tone alarms — to North American car makers; a content equivalent to about \$66 per car. Over the years, Magna has grown from a small toolshop in Richmond Hill in 1957 to the present 85 facilities in Canada and the United States. In the process, Magna has become somewhat of a household name.

But in Europe, says Mr. Bytzek, the company almost has to start from square one.

"It doesn't do that much good talking about all the great things that we have done over here," he says. "What we need to do over there is to, on a small scale, get one operation going and then demonstrate capability."

For the past year now, that capability has been demonstrated at what he refers to as a 'typical' Magna plant ("100 employees, 100,000 square feet") at Gelnhausen — an industrial park about a 30-minute drive outside of Frankfurt, West Germany.

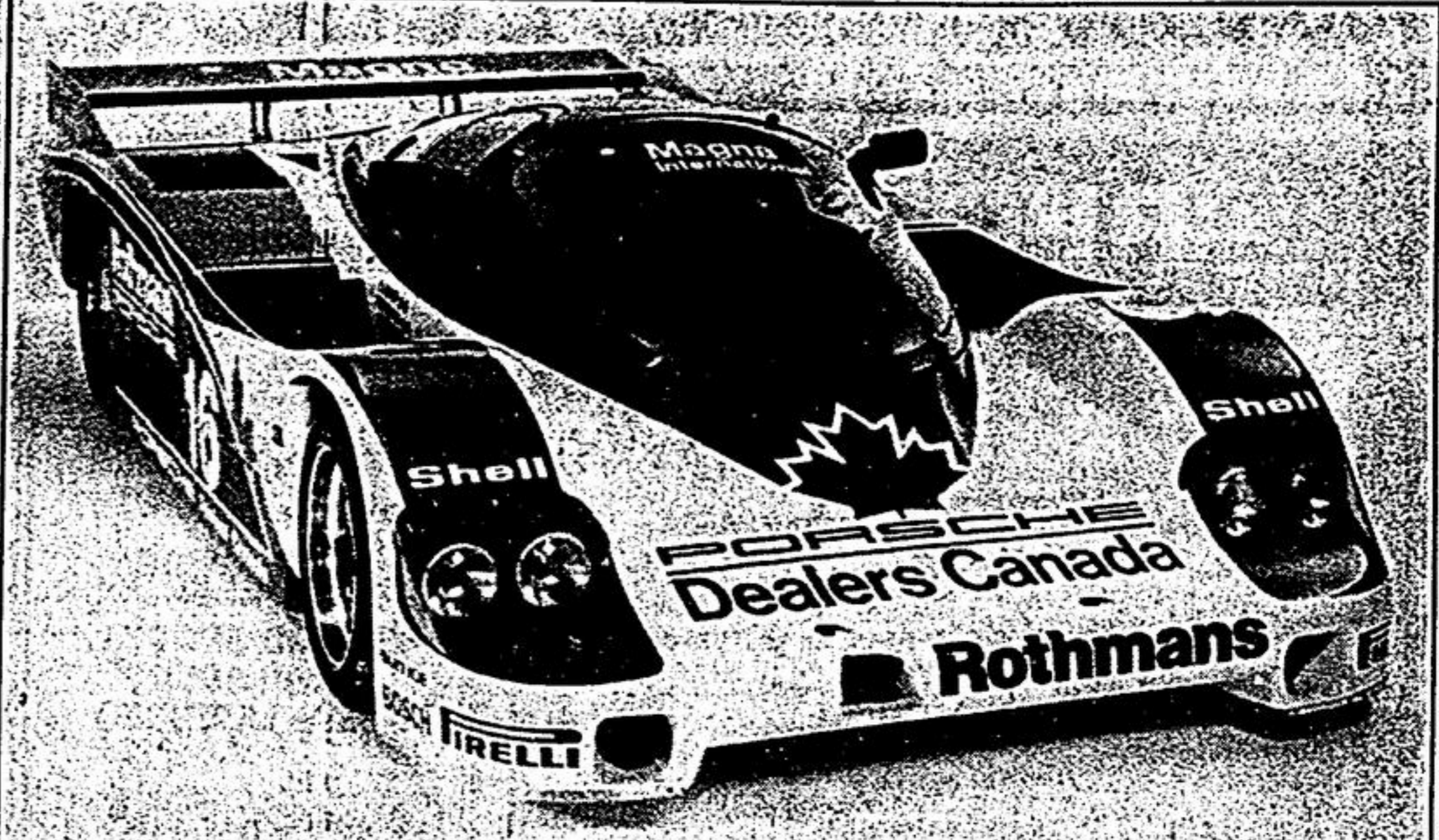
Not only is the factory typical, but also, for a company that saw profits rise 24 per cent in 1986, the West German division has excelled in typical Magna fashion: several major contracts, including those with prestige auto builders such as BMW and Mercedes, have been signed, he says. This has resulted in expansion into a

new facility scheduled to open early this spring.

Mr. Bytzek, 45, admits that he is no stranger to the racing circuit, and that his previous involvement in the sport may have had some bearing upon Magna's current role in backing the Le Mans effort.

Magna has also been involved in sponsoring Porsche 944's in the Rothmans Porsche Challenge Series over the past year. The top three drivers in that series — Kees Nierop of Kelowna, B.C., Richard Spendar of Shannonville, and Scott Goodyear of Toronto, earned spots on the roster for Le Mans.

As a race car driver in the early 70's, Mr. Bytzek raced Porsche 911's (which included winning a six-hour endurance race at Mosport in 1973), and a 908 — the predecessor of the 962C — at a 24-hour endurance race at Daytona. In that contest, the 908 developed brake bearing problems that set the team back about four hours, and forcing them to settle for eighth.



Markham-based Magna International — in an effort to make an international name for itself — will be one of the sponsors of this Porsche 962C in the 1987 Le Mans 24-hour endurance race.

Seniors' Investment Seminar Invitation
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The Honourable John Crosbie, Guest Speaker

Aurora Highlands Golf Club
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THE REGIONAL MUNICIPALITY OF YORK
NOTICE OF PUBLIC INFORMATION CENTRE
FOR THE RECONSTRUCTION AND WIDENING OF THE
WOODBINE AVENUE (REGIONAL ROAD NO. 8)/16TH
AVENUE (REGIONAL ROAD NO. 73) INTERSECTION
TOWN OF MARKHAM

Preliminary design plans have been prepared for the reconstruction of the Woodbine Avenue/16th Avenue intersection to eliminate the jog in 16th Avenue and to widen Woodbine Avenue and 16th Avenue at the intersection to provide four through lanes and left turn lanes on both roads.

The proposed work will extend from approximately 250 metres south of the intersection to approximately 300 metres north of the intersection on Woodbine Avenue and from approximately 300 metres east of the intersection to approximately 250 metres west of the intersection on 16th Avenue.

Staff from the Region's Engineering Department will be on hand to explain the proposed works, answer questions and receive comments.

DATE: Thursday, February 12, 1987
LOCATION: Town of Markham Municipal Offices Council Chambers 8911 Woodbine Avenue
TIME: 2:00 to 5:30 p.m. and 7:00 to 9:00 p.m.

For further information, please contact Mr. Ron Gee or Mr. Bill Boston at:
THE REGIONAL MUNICIPALITY OF YORK
Engineering Department
P.O. Box 296
Newmarket, Ontario
L3Y 4X1
Telephone 364-8731

Eldred King REGIONAL CHAIRMAN W.R. Hodgson, P. Eng. COMMISSIONER OF ENGINEERING

The Regional Municipality of **York**

THE REGIONAL MUNICIPALITY OF YORK
WOODBINE AVENUE (YR 8) AND
16TH AVENUE (YR 73)

THE COUNCIL OF THE REGIONAL MUNICIPALITY OF YORK PROPOSES TO PASS A BY-LAW AUTHORIZING:

- 16TH AVENUE (YR 73)
the realignment and widening of 16th Avenue (YR 73) at its intersection with Woodbine Avenue (YR 8) in the Town of Markham from a point approximately 300 metres east of the intersection to a point approximately 250 metres west of the intersection to a basic width of 36 metres to eliminate the jog at Woodbine Avenue (YR 8); and the construction thereon of a basic four lane roadway with additional turning lanes at the intersection;
- WOODBINE AVENUE (YR 8)
the widening and reconstruction of Woodbine Avenue (YR 8) at its intersection with 16th Avenue (YR 73) in the Town of Markham from a point approximately 250 metres south of the intersection to a point approximately 300 metres north of the intersection to a basic width of 36 metres; and the construction thereon of a basic four lane roadway with additional turning lanes at the intersection; and
- GENERAL
in connection with all of the foregoing works: all necessary site preparation, fencing, grading, graveling and paving; the construction of concrete curbs and gutters, storm sewers, culverts and drainage works; the provision of illumination; the installation of traffic control signals; and the construction of all other related works and undertakings; and the acquisition of the necessary lands and interests in lands.

Pursuant to section 301 of the Municipal Act, the Engineering Committee of the Regional Council will, at its meeting to be held at 10:00 a.m. on the 3rd day of March, 1987, in the Board Room of the Engineering Building located on the west side of Woodbine Avenue one and one-quarter miles north of Aurora Road (YR 15), hear any person who claims that his lands will be prejudicially affected by the by-law and who applies to be heard. Anyone wishing to be heard is requested to advise Robert Vernon, Regional Clerk, (Telephone 362-2464 Extension 210). If any party entitled to be heard does not attend at the hearing the Committee may proceed in his absence and he will not be entitled to any further notice in the proceedings.

The proposed by-law and plans showing the proposed works may be inspected at the office of Ronald Gee, Planning and Design Engineer, at the Regional Engineering Building located on Woodbine Avenue, one and one-quarter miles north of Aurora Road (YR 15) (Telephone 362-8731).

DATED at Newmarket this 21st day of January, 1987.

ROBERT N. VERNON
Regional Clerk
62 Bayview Avenue
Newmarket, Ontario
L3Y 4W9

THE CORPORATION OF THE TOWN OF MARKHAM

NOTICE OF INTENTION

TAKE NOTICE that the Corporation of the Town of Markham intends to pass a by-law to change the name of a highway known as "FOURTEENTH AVENUE" to "RIVIERA DRIVE" being Part of Lot 5, Concession 4, located east of Woodbine Avenue more particularly described as Part 1 on Plan of Survey 65R-10,070, AND FURTHER take notice that the Council of the Corporation of the Town of Markham shall, at the hour of 7:30 p.m., Tuesday, February 24th, 1987 in the Council Chambers of the Municipal Building at 8911 Woodbine Avenue, Buttonville, Ontario, hear any person who claims that he will be adversely affected by the by-law and applies to be heard.

DATED at the Town of Markham this 23rd day of January, 1987.

Christine Palmer (Mrs.)
Deputy Clerk
8911 Woodbine Avenue
Markham, Ontario
L3R 1A1
Published a second time this 4th day of February, 1987

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