



APMA launches AI-Enabled RFP for Project Arrow at CES 2021

Las Vegas, NV (January 11, 2021)

On the first day of CES 2021 in Las Vegas, the APMA launched the formal RFP process for suppliers who want to be part of Project Arrow, Canada's first, original, full-build, Concept Vehicle. An all-Canadian effort, it is being designed, engineered, and built by our world-class automotive supply sector and post-secondary institutions. Answering the Prime Minister's call for a Zero-Emissions future by 2050, this project will bring together the best of the best of Canada's electric-drive, alternative-fuel, connected and autonomous, light weight technology in the road-going Arrow.

"More than 130 firms have now expressed interest in being part of this generational effort. Today, together with Windsor-Essex Economic Development Corporation, we are launching an Artificial Intelligence-enabled database portal that will maximize the impact of our supplier search and our technology integration effort. AI-enabled teardown technology developed by YQGTech will automatically connect proposed parts, systems and components with required complementary counterparts in an effort to create an architecture best suited to series production," said Flavio Volpe, President of the APMA.

Project Arrow is the APMA's 3rd generation of innovative industry collaboration projects since 2014, when it launched the Connected Lexus Technology Demonstration Program together with 14 independent Canadian firms. In 2017, the APMA launched a fleet of demonstration vehicles in Stratford, Ontario as part of Ontario's Autonomous Vehicle Innovation Network and is currently working with more than 90 auto tech startups. Two of those vehicles drove more than 3,600 kilometres from Toronto to Las Vegas, Nevada in 2020 to launch Project Arrow at CES2020.