



Project Arrow Vehicle Design Revealed Industry's 1st all-Canadian, Zero-Emission concept vehicle

Toronto, ON. (13th October 2020)

At CES 2020, the Automotive Parts Manufacturers' Association (APMA) of Canada launched the first, original, full-build, zero-emission concept vehicle named Project Arrow. An all-Canadian effort, it will be designed, engineered and built through the joint efforts of our world-class automotive supply sector and post-secondary institutions.

Today the APMA unveiled the winning design from a field of 3 finalists and 9 complete submissions. The winning team hails from Carleton University's School of Industrial Design in Ottawa, Ontario. The chosen vehicle design answered all the requirements of the competition brief, and we believe is a design that properly showcases Canada leadership in this space.

The global automotive market is entering a new era that is driven by the "ACES" dynamic – Autonomous, Connected, Electric, Shared. Project Arrow is a lighthouse initiative that will showcase what Canada's world-class automotive supply sector, its auto-tech SMEs and academic institutions can do on the global stage if we work together.

As Project Arrow moves to the Engineering phase, we are proud to announce that our Vehicle Build team will be led by Ontario Tech University and Virtual Build will be led by the Windsor Essex Economic Development Commission's virtual reality CAVE.