

**MEDIA RELEASE  
FOR IMMEDIATE RELEASE  
TUESDAY, OCTOBER 13, 2020**

## **WINDSORESSEX ECONOMIC DEVELOPMENT CORPORATION NAMED OFFICIAL VIRTUAL REALITY PARTNER OF APMA'S PROJECT ARROW**

**Windsor-Essex, Ontario, Canada – Tuesday, October 13, 2020** – The WindsorEssex Economic Development Corporation (WE EDC) and the [Automotive Parts Manufacturers' Association of Canada](#) (APMA) have entered into an agreement to unveil the [Project Arrow](#) Concept Car in digital form using Canada's largest, publicly accessible, virtual reality CAVE, located at WE EDC's [Institute for Border Logistics and Security](#). The Windsor-Essex RTDS VR CAVE is a feature of the Province of Ontario's [AVIN network](#). The unveiling is expected to be scheduled for the first quarter in 2021.

Project Arrow, an initiative from APMA, is the first, original, full-build zero-emission concept vehicle in Canada. It will be designed, engineered and built by Canada's world-class automotive supply sector and post-secondary institutions. This project will bring together the best of the best of Canada's electric-drive, alternative-fuel, connected and autonomous and light-weight technology companies.

Bringing the Project Arrow concept vehicle to life will support:

- Increased electric vehicle development capacity.
- Support future-thinking industry-focused R&D led by academic institutions.
- Ensure that the supporting EV supply chain is present and growing.
- Paves the way for new OEM North American final EV assembly mandates in Canada.

Key components and technologies that support the opportunity for the growth of zero-emission, EV manufacturing:

- New forms of propulsion
- Battery management systems and chemistry and performance
- Fuel cell efficiency and supporting infrastructure
- High performance on-board charging
- Light-weighting
- Advanced materials
- Level three plus (3+) autonomy
- Advanced cockpit design
- Exterior structure

President of APMA, Flavio Volpe predicts roughly one-third of the Arrow's parts could be sourced from Windsor. "Windsor is the beating heart of the Canadian auto sector, I can think of no other better place to take the first pulse of the Arrow." said Volpe.

"The ability to visualize designs in a high-fidelity, full-scale, virtual environment allows the designers, engineers, systems analysts and technical staff to collaboratively make real-time changes to these vehicles. The VR CAVE is a tremendous asset for our community and partnerships like this put a flag in the ground that Windsor Essex is the Automobility Hub in Canada" said Stephen MacKenzie, President and CEO, WindsorEssex Economic Development Corporation.

#### **ABOUT WINDSORSESSEX ECONOMIC DEVELOPMENT**

The WindsorEssex Economic Development Corporation is the lead economic development agency for the Windsor Essex Region. The focus of the organization is to develop and execute strategies to retain, expand, attract and help new businesses start up in the Windsor-Essex region. The WindsorEssex Economic Development Corporation is led by a board of distinguished community leaders. A team of professional staff will assist you with all your location and investment decisions by working one-on-one with businesses, to facilitate the process of starting, growing or locating in Windsor-Essex. Visit <http://choosewindsorsex.com/>

#### **ABOUT AUTOMOTIVE PARTS MANUFACTURERS' ASSOCIATION OF CANADA**

The APMA is Canada's national association representing OEM producers of parts, equipment, tools, supplies, advanced technology, and services for the worldwide automotive industry. The Association's fundamental objective is to promote the original equipment automotive supply manufacturing industry both domestically and internationally. The Association provides important industry representation to both Federal and Provincial Governments, supports regional government initiatives, and creates and executes global marketing initiatives in order to develop trade and business opportunities for our membership. In addition to advocacy, the APMA also provides its members business development solutions and opportunities as well as guidance and assistance on modernizing their operations to suit the needs of Industry 4.0. Visit: [apma.ca](http://apma.ca)

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#### **Media Contact:**

Ryan Donally  
Manager, Investment and Corporate Marketing  
WindsorEssex Economic Development Corporation  
Mobile: (226) 346-8919  
E-Mail: [rdonally@choosewindsorsex.com](mailto:rdonally@choosewindsorsex.com)

Flavio Volpe, President  
Automotive Parts Manufacturers' Association of Canada  
E-Mail: [fvolpe@apma.ca](mailto:fvolpe@apma.ca)