

MEDIA RELEASE

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PROJECT ARROW TO OPEN MEDIA DAY AT 2023 CANADIAN INTERNATIONAL AUTOSHOW

TORONTO, Ont. — The first Canadian-made zero-emission vehicle will open Media Day of the 2023 Canadian International AutoShow.

The Project Arrow concept car is the result of a collaboration of more than 50 partners led by the Automotive Parts Manufacturers Association (APMA), answering the challenge of the Canadian government to be at Net Zero by 2050. The sleek car will be at centre stage during the opening events of the AutoShow's media preview event on February 16th, and will be showcased for the duration of the AutoShow near the indoor EV Test Drive Track that will be in the main showroom on the 800 level of the South Building at the Metro Toronto Convention Centre.

"Project Arrow is a ground-breaking show of Canada's most advanced zero emissions, lightweight, connected and autonomous automotive technology," says Flavio Volpe, President of the APMA. "Inspired by the incredible innovation story of the Avro Arrow, the concept vehicle prototype project was launched as a platform for vehicle of the future technologies, developed, commercialized, and built in Canada."

APMA is taking Project Arrow on a two-year tour of auto and technology shows, including its first Canadian stop at the Canadian International AutoShow.

"The AutoShow has always been a showcase of the latest innovations in the automotive sector, and is the perfect stage to show off Project Arrow," says Jason Campbell, General Manager of the AutoShow. "Over the 50 years of the AutoShow, we have tracked the growth of alternative fuels in the automotive industry. It is exciting to have an entry in that game from Canada."

The opening presentation of the AutoShow will also feature the naming of the Automotive Journalists Association of Canada Canadian Car of the Year and Canadian Utility Vehicle of the Year. The three finalists for 2023 Canadian Car of the Year are:

- Hyundai Elantra N (Best Sports Performance Car in Canada for 2023)
- Mazda3 (Best Small Car in Canada for 2023)
- BMW i4 (Best Premium EV in Canada for 2023)

The three finalists for 2023 Canadian Utility Vehicle of the Year are:

- Hyundai Ioniq 5 (Best EV in Canada for 2023)
- Kia Telluride (Best Large Utility Vehicle in Canada for 2023)
- Mitsubishi Outlander (Best Mid-Size Utility Vehicle in Canada for 2023)



To be held February 16th, 2023, the Media Day event at the AutoShow is a preview for accredited members of the media of the new vehicles coming to the Canadian market. Media accreditation to the 2023 AutoShow is now online and can be requested at autoshow.ca/media-registration.

For more information or to buy tickets, please visit autoshow.ca.

Stay connected with the Canadian International AutoShow on Instagram [@autoshowca](https://www.instagram.com/autoshowca), Twitter [@autoshowcanada](https://twitter.com/autoshowcanada) and Facebook [/autoshowcanada](https://www.facebook.com/autoshowcanada).

About the Canadian International AutoShow, presented by The *Toronto Star*

Celebrating its 50th year, the Canadian International AutoShow features more than 650,000 square feet of exhibits, displays and attractions spanning the North and South Buildings of the Metro Toronto Convention Centre. With annual attendance in excess of 330,000, the Canadian International AutoShow is not only the largest automotive expo in Canada, it is also the country's largest consumer show. A leader in lifestyle, technology and all things automotive, it is a showcase for the latest cars, trucks, SUVs, concept cars, exotics, classics, muscle cars, electric vehicles, alternative fuel vehicles and autonomous vehicles.

About APMA

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 (O.E.) automotive supply manufacturing industry both domestically and internationally.

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For more information, please contact:

Kalvin Reid
Director of Public Relations
Enterprise Canada
289-241-7936
kreid@enterprisecanada.com
Twitter: @KalReid