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MEDIA RELEASE

CANADA'S FIRST, ORIGINAL, FULL BUILD ZERO-EMISSION CONCEPT VEHICLE VISITS STRATFORD

APMA's Project Arrow Inspires Local Highschool Students

Stratford, Ontario, Canada – March 20, 2024 . . . **Today, Canada's first, original, full build zero-emission concept vehicle, Project Arrow, came to Stratford as part of an educational tour.** The revolutionary all-electric, vehicle was on exhibit to students of Stratford District Secondary School. Valued at over \$20 million, the car was displayed for SDSS students in the "Specialist High Skills Major Program in Transportation" with representatives from the Automotive Parts Manufacturers' Association (APMA) on hand to answer questions. Launched by the APMA, Project Arrow is "an all-Canadian effort, designed, engineered and built by Canada's world-class automotive supply sector and post-secondary institutions".

The City of Stratford has a long-standing special relationship with the APMA, which started back in November 2017 when the Ontario government officially named the city a Demonstration Zone for Autonomous Vehicles in partnership with the Autonomous Vehicle Innovation Network (AVIN). At that time, the province invested \$80 million over five years to create the Autonomous Vehicle Innovation Network, in partnership with Ontario Centres of Excellence. And as the Province's first Demonstration Zone, the City was among the first of its kind in Canada, allowing researchers to hone the technology and test an AV in a wide range of everyday, real-life traffic scenarios.

Martin Ritsma, Mayor, City of Stratford: *"I am thrilled that Project Arrow visited Stratford District Secondary. As both Mayor, and former principal and educator, I know that the opportunity to engage with this amazing technology will encourage and inspire the students there and countless Stratford youth to dream and fulfill their potential as innovators of tomorrow."*

Joani Gerber, CEO, investStratford: *"I'm pleased to see Project Arrow in the City of Stratford and inspiring our future workforce. It's an exciting ground-breaking initiative and I applaud the APMA, with whom we've partnered with for many years, for visiting here and sparking interest in our next generation."*

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About investStratford:

investStratford is the City's Economic Enterprise Development Corporation and offers full advisory and support services for business expansion, relocation and new investment. It functions as an independent body governed by a board of directors, aligning its goals to those of the municipality. investStratford is committed to advancing the economic future of the City through investment in arts, education and industry. Globally Connected | Community Driven www.investstratford.com

About the APMA (The Automotive Parts Manufacturers' Association)

The APMA is Canada's national association representing OEM producers of parts, equipment, tools, supplies, advanced technology and services for the global automotive industry. The Association's fundamental objective is to promote the original equipment (O.E.) automotive supply manufacturing industry both domestically and internationally. <https://apma.ca>

About Project Arrow

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 by our world-class automotive supply sector and post-secondary institutions. To answer 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 and light-weight technology companies. <https://apma.ca/project-arrow/>

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