

MEDIA RELEASE

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Global Debut of The Next in the Series for Project Arrow at the 2026 Canadian International AutoShow

**The Global debut of Project Arrow Borealis and reveal of the next-generation Arrow Vector
signal Canada's vision for mobility beyond 2040**

Toronto, Ontario — At the upcoming Media Day Opening Ceremonies (February 12, 2026) of the Canadian International AutoShow, the Automotive Parts Manufacturers' Association (APMA) will present the global debut of the second prototype in the Project Arrow series of vehicles, marking a major milestone in Canada's automotive and advanced mobility evolution.

Announced jointly today by the APMA and the Canadian International AutoShow, Project Arrow Borealis will make its first public appearance in Toronto at the Show, signaling a defining new chapter for Canadian vehicle innovation, engineering, and manufacturing excellence.

Building on the extraordinary success of the original Project Arrow prototype, the APMA will also unveil Project Arrow Vector, a next-generation evolution of the program's working technology platform. Displayed alongside Borealis, Vector demonstrates how Canada continues to refine vehicle design, manufacturing processes, and advanced technologies—offering a forward-looking vision of mobility for 2040 and beyond.

Together, the Project Arrow prototypes represent a national showcase of what is possible when Canadian ingenuity, collaboration, and industrial capability converge. The series underscores a country that does not wait for the future to arrive—it actively designs, engineers, and builds it. This announcement is a key step in the evolution of a groundbreaking project that is expected to produce a commercially viable prototype by 2028, fully buildable here in Canada.

“This is an exciting milestone for Canadian automotive innovation,” said Flavio Volpe, President of the Automotive Parts Manufacturers' Association. “Project Arrow continues to demonstrate how collaboration, engineering excellence, and advanced technology can come together to shape the future of mobility. We are proud to lead this initiative and look forward to the next stages of its evolution.”

“The Canadian International AutoShow is proud to serve as the global stage for the debut of Project Arrow Borealis and the next evolution of Project Arrow,” said Jason Campbell, General Manager of the Canadian International AutoShow. “Project Arrow represents the very best of Canadian innovation, engineering, and collaboration, and its continued evolution reflects the strength of our domestic automotive ecosystem. Showcasing these prototypes on Media Day reinforces the AutoShow's role as a platform for meaningful industry leadership and forward-thinking ideas. We are excited to share this important milestone with media, industry partners, and audiences from around the world.”



Images of Project Arrow Borealis and Project Arrow Vector can be found in the media repository of the AutoShow media website.

The 2026 Canadian International AutoShow returns to the Metro Toronto Convention Centre from February 13 to 22, 2026. Tickets are now available for purchase online through the AutoShow's official website and for more show information visit www.autoshow.ca

Media registration and media information are now available at www.autoshow.ca/media

Media Day takes place **Thursday, February 12th**, highlighted by the Automobile Journalists Association of Canada's (AJAC) presentation of the Canadian Car of the Year Awards. Many participating brands are expected to unveil new products for the first time in Canada. The interactive hands-on Media Day 2.0 is scheduled for the morning of Wednesday February 18th.

For news and updates, check in regularly at autoshow.ca. Stay connected with the Canadian International AutoShow on LinkedIn, Instagram @autoshowca, X @autoshowcanada, and Facebook /autoshowcanada.

About the Canadian International AutoShow, presented by The Toronto Star

Celebrating the automobile since 1974, 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 average annual attendance in excess of 350,000, 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. The show also offers a variety of indoor and outdoor ride and drive experiences with over 45,000 guests taking part in 2025.

For more information for media, or to arrange interview opportunities, please contact:

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The latest news from the APMA is available at apma.ca/apmanews

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AutoShow media assets are available at autoshow.ca/media/