

## Here is the car of the future, Project Arrow: the Canadian electric SUV was 3D printed with Breton Genesi

**The futuristic concept car was unveiled at CES in Las Vegas, the world's most important technology show**

**LAS VEGAS.** The futuristic zero-emission electric concept car 'Project Arrow', launched by the Automotive Parts Manufacturers' Associations (APMA), Canada's national association representing Original Equipment Manufacturers (OEMs) of parts, equipment, tools, supplies, advanced technologies, and services for the global automotive industry, was unveiled at CES 2023 in Las Vegas, the Consumer Electronic Show at the beginning of the year. **The menu of cutting-edge features of the hi-tech car of the future is extensive:** Level 3 autonomous driving, an infotainment (information and entertainment) system that uses artificial intelligence and relies on state-of-the-art software, wireless charging capabilities, intelligent cabin control systems, multi-layered cybersecurity defences, and health monitoring software. **The electric SUV's innovations also include a 3D-printed chassis using Breton Genesi technology**, the solution developed by Breton, an international leader in the design and production of cutting-edge industrial machinery and plants for processing natural stone, ceramics and metals, and in the development of plants for composite stone and additive printing.

To realise the concept car, which is not only a prototype but also a fully functioning vehicle, **APMA selected companies capable of providing, each in its field, the most advanced technologies to contribute to the ecological transition in the mobility sector.** The car chassis was designed by APMA in collaboration with Xaba, a Canadian company dealing with innovative technologies, and was printed and milled on a Breton Genesi machining centre. In fact, **APMA together with Xaba found all the necessary know-how in the innovative Breton Genesi system, which combines artificial intelligence and machine learning**, as well as integrating the subtractive system into the additive one, evolving 3D printing.

*"Breton Genesi ensures process optimisation and minimises consumption by taking the production process to the highest levels of efficiency, sustainability and precision. All machines in the GENESI range are equipped with software featuring an AI algorithm that optimises printing parameters, making machine operation extremely intuitive while minimising production time."*, says Gabriele Corletto, Business Development Manager of Breton Machine Tools Division. Project Arrow is a zero-emission car with a range of around 500 km, thanks in part to photovoltaic panels on the roof, expressing sustainability right from the production stage. *"We are proud to have been selected for this Canadian supply chain project that is now a reality, thanks to great teamwork,"* states Arianna Toncelli, Corporate Strategy Director of

Breton. *"It was a challenge that involved more than 50 companies (97 % Canadian), three governments and hundreds of engineers, project managers, designers and students, moved by the common instinct to anticipate the future: Project Arrow is the car of tomorrow, introducing many different technological innovations to the market, but linked by sustainability, which for Breton represents a fundamental value to contribute to sustainable growth for the future of the environment and the next generations."*

The car will be used as a mobile showroom of the innovative technologies implemented by the project's partner companies, including Breton, during a two-year road show that will take Project Arrow to various events and car shows around the world, which this year will visit Toronto, Montreal, Detroit, Palo Alto, Las Vegas and San Antonio (USA).

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**The Breton Group**

Breton - a pioneer in the development of advanced technologies and materials - has been an international leader since 1963 in the design and production of state-of-the-art machines and industrial plants for processing natural stone, ceramics and metals, and in the development of plants for engineered stone and additive printing.

Founded in 1963 by Cav. Marcello Toncelli, Breton is headquartered in Treviso, Italy (Castello di Godego) and has two other production sites (in Campiglia dei Berici and Vedelago), seven foreign branches, almost a thousand employees, and has established itself on the global market thanks to its philosophy always focused on research and innovation.

Throughout its history, Breton has more than 417 patented inventions, with a total of more than 1700 patents filed worldwide. The company devotes more than 5% of its turnover each year to research and development.

[www.breton.it](http://www.breton.it)

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