

ITALIAN MACHINE TOOLS, ROBOTICS & AUTOMATION INDUSTRY ~ NEWS

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PIATTAFORMA INDIA PROJECT

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UCIMU-SISTEMI PER PRODURRE



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HERE IS THE CAR OF THE FUTURE, PROJECT ARROW: THE CANADIAN ELECTRIC SUV WAS 3D PRINTED WITH BRETON GENESI

LAS VEGAS. The futuristic zero-emission electric concept car 'Project Arrow', launched by the Automotive Parts Manufacturers' Associations (APMA), was unveiled at CES 2023 in Las Vegas, the Consumer Electronic Show at the beginning of the year. **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.



www.breton.it/en/machine-tools/

The project Piattaforma India has been promoted by UCIMU – Association of Italian Machine Tools Manufacturers and AMAPLAST – Italian Plastics and Rubber Processing Machinery and Moulds Manufacturers Association. The two associations agreed on the idea that promoting a network of associations and entrepreneurs who have developed knowledge and experience on the Indian market, can be useful in favoring of new paths of development for business. The Indian companies who are interested to form JV, cooperation, technical tie up, purchase machinery etc from/with Italian companies can contact below mentioned address for any assistance:

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