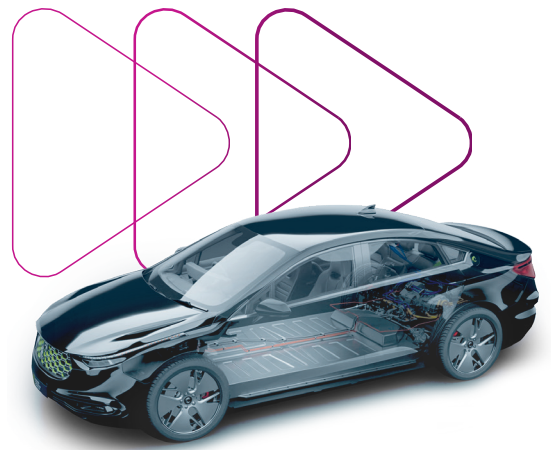


# Design it Demonstrate it Deliver it



Bring your technology to life through

## Advanced Route to Market Demonstrator 3 (ARMD3)

### What types of projects do we support?

- Late-stage R&D projects, led by a business of any size, that demonstrate advanced propulsion technologies.
- Projects which can deliver a physical or digital demonstrator in 9-12 months.
- Product, system, or vehicle projects that can be ready to start quickly.

### How can we help make your project a success?

- Between £500,000 – £1.5 million in match-funding\* is available to boost your technology development.
- Acceleration of your R&D capabilities leading to further business exploitation.
- Opportunity to showcase your demonstrator at Cenex Expo 2025.

*'The cross-partner project team worked seamlessly together to successfully deliver a functional demonstrator fuel cell vehicle along with its digital twin – the first of its kind in Ford of Europe. ARMD enabled the project to achieve all its goals, by offering funds, and by facilitating a collaborative framework, with project management support.'*

Simon Palmer, Chief Engineer Ford of Europe

### Key Dates

Applications open: 25 March 2024

Applicant Q&A session: 2 April, 11:00 BST

Applications close: 1 May 2024

\* Any award is subject to Ministerial and His Majesty's Treasury approval.

### How can you access this support?

Speak to our team before the next deadline at [info@apcuk.co.uk](mailto:info@apcuk.co.uk)

Visit our website for more information  
[apcuk.co.uk/collaborative-rd-competitions](https://apcuk.co.uk/collaborative-rd-competitions)

Watch the Applicant Briefing Webinar for top tips on submitting a successful application  
[Applicant Briefing Webinar](#)

CR&D  
Collaborative  
Research & Development



[ARMD competition winners at LCV](#)



[Prototype fuel cell electric Transit van](#)



[Wrightbus hydrogen fuel cell bus](#)

