

# Project Kickoff Memo - Project Raptor

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Recipients: PMO, Engineering, Procurement, Regulatory Affairs

Subject: Official Kickoff - Project Raptor Electric Crossover

## 1. Introduction

This memo formally marks the initiation of Project Raptor, Maple Leaf Motors' strategic entry into the mid-size electric crossover segment. This project will serve as the foundation for future platform electrification, software-defined mobility, and sustainable design leadership.

## 2. Project Objectives

- Launch a five-passenger electric SUV by Q4 2026
- Achieve 400 km real-world range
- Base cost under \$38,000 CAD
- Comply with FMVSS, CMVSS, ISO 26262, UNECE R127
- 30% recycled interior materials (see FRD-RPT-001)

## 3. Key Milestones

- Kickoff: 2025-01-15
- Concept Freeze: 2025-05-30
- Prototype Build: 2025-10-15
- Safety Review: 2026-01-20
- Tooling Lock: 2026-06-10
- SOP: 2026-11-01

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### **4. Cross-Functional Responsibilities**

- Engineering: Define subsystems (see DOC-RPT-MECH-002, VAL-RPT-SW-009)
- Procurement: Follow RFQ-RPT-005 and AVL-RPT-003
- QA: FMEA, DVP&R, CMP-RPT-003
- Regulatory: Align with FMVSS, ISO, UNECE
- PMO: Track progress and escalate issues

### **5. Expectations & Culture**

- Documentation First
- Safety by Design
- Iterate with Purpose
- Cross-Team Accountability

### **6. Initial Deliverables**

Due by 2025-02-15:

- FRD-RPT-001 (Functional Requirements)
- ENG-RPT-008 (Engineering Constraints)
- RISK-RPT-001 (Risk Register v0.1)
- HR-RPT-002 (Resource Allocation Plan)

### **7. Closing Remarks**

Project Raptor defines our future. We're not just building a vehicle-we're building Maple Leaf Motors' identity.

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Let's build something remarkable.

- Priya Singh

Vice President, Product Strategy

### 8. References

FRD-RPT-001 | Functional Requirements Document - Project Raptor | 1.0

DOC-RPT-MECH-002 | Mechanical Technical Specification - Project Raptor | Rev A

VAL-RPT-SW-009 | Software Validation Report - Project Raptor | Rev 1

SAF-RPT-004 | Safety Compliance Report - Project Raptor | Rev A

AVL-RPT-003 | Approved Vendor List - Structural Components | Rev A

CMP-RPT-003 | Compliance Matrix - North American Safety Standards | Rev A

RFQ-RPT-005 | Request for Quote - Interior Components | Rev B