Apple’s electric car project is dead

Apple has halted its long-rumored “Project Titan” work on developing an electric car, according to *Bloomberg*. The company reportedly announced the news internally on Tuesday and said many people in the 2,000-person team behind the car will shift to generative AI efforts instead.

Apple’s chief operating officer Jeff Williams and Kevin Lynch, a vice president in charge of the project, informed employees of the project’s discontinuation, *Bloomberg* reports. The outlet adds that there will also be layoffs, but it’s not clear how many workers it will affect.

Apple’s efforts to build its own electric car have been rumored for years, and recent reports suggested Apple was still working on the project. Earlier this month, *Wired* reported that Apple had driven over 45,000 miles in 2023 using the autonomous driving tech it’s developed, while *Bloomberg* said in January Apple pushed back the car’s expected launch to 2028. *The Verge* reached out to Apple with a request for comment but didn’t immediately hear back.

Even though Apple may have abandoned the self-driving electric vehicle dream, Sony and Honda are still working to open preorders for their Afeela electric cars with autonomous features in North America next year ahead of a rollout in 2026.

https://www.theverge.com/2024/2/27/24084907/apple-electric-car-project-titan-shuts-down