

A SUPER AMBASSADOR FOR SUPER BOWL

It's confirmed! Laurent Duvernay-Tardif, ambassador for Lion, will play with the Kansas City Chiefs in Super Bowl LIV. The event, this Sunday, February 2, marks the first appearance in the finals for the team in 50 years. It promises to be an exciting moment for our favourite player on the offensive line. The question is, will he impress us once again by pushing the limits?

For us, the answer is obvious. Like Lion's all-electric vehicles, Laurent possesses extraordinary qualities that enable him to accomplish amazing things. He's strong, agile, robust, powerful, persistent, intelligent and always ready to give 110%. That means he has everything he needs to achieve his ultimate goal: to become a Super Bowl champion in the National Football League. Regardless of the final numbers on the scoreboard this Sunday, we'll be proud knowing he's given the absolute best for his team.

For the past year, we've been fortunate to have Laurent as our spokesperson. We've also had the pleasure of transporting young members of his LDT Foundation to events by electric bus. By promoting physical activity, artistic development and education, the foundation is making a big difference and we're proud to play a role.

Our partnership with Laurent and his foundation shares many similarities. For example, we're both committed to the health of young people. And we also stand out in our respective environments. Laurent was often referred to as superman, having successfully completed a medical doctorate at McGill University, established the LDT Foundation and built his professional career as a player in the NFL.

By comparison, Lion is also widely regarded as a company on a mission. In fact, reinventing the school bus category using innovative materials and a 100% electric engine was unheard of six years ago. Especially in a market that hasn't changed in any way for decades. We've also revolutionized the trucking market with our Class 8 urban truck, becoming a North American leader in electric heavy-duty vehicle manufacturing.

Clearly, we're birds of a feather.

As a scholar, a sportsman, a philanthropist and Doctor of Medicine, the only thing missing from Laurent's long list of accomplishments is a championship win at the Super Bowl. After everything he's done, we're convinced that the man who has conquered the hearts of Quebecers and North America (like Lion), will undoubtedly give everything he's got in Sunday's game – pushing the limits of what's possible and making the nation shine far beyond its borders.

**We wholeheartedly support Laurent and the team this Sunday.
Go Chiefs Go!**

#Superbowl #Chiefs

