



Press Release

For immediate release

The Lion Electric Co. names Peter S. Rego Jr. as Chief Commercial Officer USA

February 6th, 2018

The Lion Electric Co. (Lion), an innovative company manufacturing zero emission vehicles, announced today that it has appointed Peter Rego as its Chief Commercial Officer USA (CCO), effective immediately.

“Lion has selected a very strong leader in Pete Rego at a time where Lion is expanding and growing exponentially” said Marc Bedard, President and Founder of The Lion Electric Co. “Pete will use his tremendous team building and leadership skills to make our products available across the USA immediately. Pete is unique in his ability to attract the greatest talent, create exceptional relationships with our clients and translate our strategy into best-in-class execution. He will bring together his past 20-years experience as an industry leader and Lion’s vision to sell high quality products that are greener and better for our society at competitive prices.”

Rego held senior sales/officer and general management positions since 2006 at his previous company (a Fortune 500, multi-billion dollar corporation), managed 7 business units and a professional staff of over 500 sales directors in different regions with sales budget of up to \$75M and total revenues in excess of \$800M.

Peter Rego mentioned that “our goal at The Lion Electric Co. USA is to “Live in the Possible Zone” every single day and ensure that Lion is the leader in the electric bus and heavy vehicle space, while assisting Lion on our journey to “Electrify” the USA.”

About the Lion Electric Co.

Lion Electric Co. is an innovative manufacturer of zero emission vehicles. Since its foundation in 2008, Lion’s mission has been to develop durable, integrated solutions while reducing its environmental footprint.

Always actively seeking new technologies, Lion vehicles have unique features that are specifically adapted to its users and their everyday needs. The Company believes that transitioning to all-electric vehicles will lead to major improvements in our community, environment and overall quality of life.

Lion already sold hundreds of electric Type C school buses in North America and is also developing an electric Type A (minibus) to meet customer needs in paratransit, school, and public transportation requirements. The minibus will go-to-market during the Summer of 2018. Furthermore, Lion is broadening its vehicle offering by developing class 5 to 8 all-electric trucks. Class 8 vehicles will launch during the Fall of 2018.

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