

Press Release

For immediate release

The Lion Electric Co. names John Anthony (Tony) Watkins as Vice President of Sales / Officer USA

March 26th, 2018

The Lion Electric Co. (Lion), an innovative company manufacturing all-electric vehicles, is proud to announce the addition of Tony Watkins as Vice President of Sales USA (VP Sales), effective immediately.

“Tony is a sales leader who excels at building world-class organizations and achieving superior results” said Peter Rego, Chief Commercial Officer of The Lion Electric Co. USA. “I am confident that Tony’s meticulous leadership style that has proven to be extremely successful in his 16-year career at a Fortune 500, multi-billion dollar company will accelerate our ability to build large teams and expand our product offering in the United States rapidly. His past track-record of success is a perfect match for the Lion Electric Co. USA.”



Watkins is a sales executive with over 16 years of sales and operational leadership. He led teams of more than 80 members in the past and covered as many as 12 states numerous times across the Midwest and Northeast Regions. He excels at hiring, training, and instilling a winning attitude and culture.

Tony Watkins mentioned that “I joined the Lion Electric Co. because I share the same environmental and forward-thinking values as the company and I envision my son going to school on an electric school bus when he starts school in a few years. I will strive for excellence in everything we do and to electrify the USA so that all children can grow in a healthy, pollution-free world.”

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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