

**Press Release**

For immediate release

Contact: Tony Watkins, Vice President of Sales  
Tony.Watkins@thelionelectric.com

**The Lion Electric Co. USA names Nicholas Voisard as Director of Sales**

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The Lion Electric Co. (Lion), an innovative company manufacturing zero emission vehicles, announced today that it has appointed Nick Voisard as its Director of Sales USA, effective immediately.

Lion Vice President of Sales, Tony Watkins, is “excited and proud to add a true transportation industry leader to the Lion team. Nick brings vision, leadership, and industry knowledge that will play a critical part in helping more school districts adopt electric school buses and give more kids the opportunity to ride on a quiet, clean, and environmentally friendly school bus. He is committed to help educate and bring new technologies to kids, parents,

and the school bus industry.”

Nick is a talented business development professional with extensive experience in B2B sales and strategic development. He possesses a track record of exemplary sales performance as well as contract negotiation experience. He has exceptional analytical and verbal skills which translate into valuable consultative insight. He enjoys cultivating long-lasting relationships through integrity, personal connectivity and exceptional work ethic.

He held director and general management positions since 2011 at his previous companies, was responsible for more than \$200 million in total revenue contract growth and managed the development of qualified sales, acquisition bids, conversion targets in Ohio, Michigan, Pennsylvania, Indiana and Kentucky.

Nick shares “for me this is an opportunity of a lifetime. Lion Electric is the leader in safe, zero-emission student transportation equipment. They are challenging an industry shaped by more than 105 years of burning fossil fuels with innovative products that are better for our children, our communities and our environment. I’ve spent nearly a decade in school transportation, being an agent of change for contracted school transportation providers – helping school districts see the benefits of an out-of-the-box solution. For the school bus, Lion Electric is the solution. I’m thrilled to be joining Lion Electric, to be a part of a zero-emission future.”

Peter Rego mentioned that “Nick’s expertise and knowledge of the school bus industry will be instrumental to continue Lion’s tremendous growth across the United States, more specifically on the East Coast.” Mentioned Peter Rego, Chief Commercial Officer of the Lion Electric Co. USA. “He is uniquely qualified to lead the development of strategies and operational plans to continue to assist us on our Journey to Electrify the USA!”



He is currently planning customer visits. Please contact Nick for a discussion on electrifying your fleet or to help you apply for electric school bus grants at [Nick.Voisard@thelionelectric.com](mailto:Nick.Voisard@thelionelectric.com)

### **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.

### **TOGETHER, LET'S DRIVE POWER IN PROGRESS**

