

Here, people can shine.



I was asked to define what Electrification of Transportation means to me. In my opinion, above and beyond actually electrifying vehicles, it also embodies zero-emission, clean and healthier transportation. It also translates to innovation, transformation, revolution and new technology – All words that strongly resonate with me.

More importantly, the overall EV industry is frantically growing across the world and has been identified as being one of the solutions to drive economic recovery in the short-term. I may be bias, but I honestly couldn't agree more. My work has allowed me to position electrification of heavy-duty vehicles at the heart of current policies as well as drive subsidies and change across the transportation sector. We have been able to bring new technologies and platforms to the market that will forever change the way we do business, focusing on renewable energy, reduced operational costs and environmental impact. Although a lot has already been done, there is so much more to be done – and the potential is immense. The fact that we barely know the possibilities of this industry and that Lion Electric is at the center of this new era as a Pioneer Company is what drives me to do better every single day.

Lion Electric is working to reduce the capital cost of electric trucks, school buses and minibuses with volume and innovation – we have successfully reduced pricing of our products by half as well as extended our range threefold since I joined the Company. Although the total cost of ownership of EV is better than its diesel equivalent, we still have to offset the higher upfront cost by researching, influencing and capturing EV grants. I am thus leading a dedicated team that is building a curriculum for all of Lion Electric products across different markets; talking to legislators, preparing applications with customers, planning for next phases of EV grants and affecting change amongst the funding world. This opportunity has led me to work/live in California and different parts of the country to deploy local resources, build a dealership network and shape our commercial operations team that now counts more than twenty full-time employees. They have countless skillsets that are modelling Lion Electric EV focused deployments, and I couldn't be prouder to work with such driven, reliable and motivated individuals.

I have been privileged to be part of the Lion Electric Family for almost three years now and see the evolution from a 2-person start-up to a now well-established 320-person, leading Electric Vehicle manufacturing company. I have witnessed individuals become leaders, and colleagues become experts in electrification of transportation. As a millennial, I too want to make a difference for our planet and environment while building a company culture that resides on mutual respect, communication and brings positive change. Wow, that's a challenge! Some of us spend years trying to find that job – I was lucky enough to find this kind of opportunity in my hometown.

I am extremely proud to work with a diverse Team across North America that shares our mission, shapes our culture and provides cleaner transportation to our children and society.

– **Marie Bédard**

Director of Strategy and Commercial Operations