

BOB PURCELL
CEO

The brand view: Sustainable Led Logistics



“Don’t think of us as a truck company, think of us as the solution provider of sustainable urban logistics for the cities of tomorrow.”

Bob Purcell

Mobility is evolving at a rapid and exciting pace. What will the future look like for consumers and business alike?

The industry is seeing massive improvements in EV technology, from solid state batteries to autonomous driving. In the commercial fleet industry, our EV’s have even reached price parity with traditional combustion powered vehicles—opening the market for companies to make impactful change, while saving money. The linking trend from all these advancements, is an advancement towards healthier cities. We finally have sustainable environmental solutions without having to compromise cost efficiency.



The result will be cities with clean air, quiet neighborhoods, and less congested roads. People everywhere will be positively impacted by the adoption of EV's and we're proud to help companies across the world electrify their fleets.

Electric Vehicles are growing in consumer, and more importantly for the climate, business use.

At VIA Motors, we focused on the human factor for commercial fleets. The driver, the fleet manager, the person accepting a delivery—All of these people stand to benefit from a tailor-made commercial EV that's built with their needs in mind. We sit down with our customers and analyze the routes their fleet will take and create an EV that's been optimized for the exact route and payload specifications needed. That way we can deliver an EV at a lower cost and our customers get a road proven EV with lower maintenance and increased operating time. We don't see ourselves as marketing electric vehicles. Rather, we market ourselves as a full

solution to sustainable and low-cost commercial delivery that will result in more livable world for all.

What are some exciting new developments that you see applicable to your business sector this year? What is redefining mobility as we know it?

Electric vehicle technology has finally become affordable for commercial fleets, and companies are only just now realizing that an electric fleet is within reach. It's already begun, but I think you'll see a huge influx of Electric commercial vehicle purchases in 2021. It is a true change to the industry and the growth and effectiveness of last-mile delivery will be enhanced and enabled with Electric commercial vehicles.

What lessons has VIA Motors learnt in 2020 that it thinks it will carry on into the new year and beyond?

Our team is dedicated to creating sustainable solutions for fleet mobility. This past year we have all learned new ways to accomplish our goals and fulfil

that mission. From working from anywhere, to finding new ways to engage customers early in our developments so they are part of the solution. We don't just make electric trucks; we sit down with our customers and create a tailored solution for their commercial fleet needs. Human connection is more important than ever, and at VIA Motors, we work together with our customers to create electric fleets for the cities of tomorrow.

What does the future of logistics look like to VIA Motors? Who are the competitors and players to watch for in 2021?

Efficiency and optimization will reach never before seen levels. At VIA Motors, we use advanced virtual testing environments to optimize

our vehicles down to the route level, so that our customers get exactly what they want without having to pay a premium for unnecessary features. We even provide real-time telematics with our vehicles, so that our customers can further customize route optimization and make sure they get the most out of each charge cycle. Frankly, it's an era of rapid growth for electric commercial vehicles and you will find many new as well as existing players finding an appropriate space in providing customers sustainable and cost-effective solutions with electric commercial vehicles for logistics. As companies and cities electrify their fleets, our air will get cleaner, our neighborhoods quieter, and our cities will thrive.

