
From:
Sent: Thursday, February 8, 2024 10:30 AM
To:
Subject: A message from Ryan Clayton to Nikola dealers



Valued Nikola Dealers,

As we all eagerly await the return of our battery-electric vehicle (BEV) truck to the marketplace, our teams are working tirelessly on replacing and upgrading the trucks. And, as previously communicated on Feb. 1, they're validating the first group of trucks to return to U.S. roads.

As we all gear up, we need to collaborate with you and your customers more than ever to re-launch the Tre BEV truck, including the completion of pending sales with pending orders, prioritization of customers based on needs and timing, and get your BEVs back in inventory.

You've spoken and we've listened. Communication is our top priority to ensure this critical re-launch is successful, and to demonstrate this

commitment to you, we are excited to announce an important change to our Commercial organization, effective immediately.

Mark Thackeray, previously Regional Vice President of Sales, is now appointed Head of Electromobility. He is solely in charge of returning the Tre BEV back into the commercial marketplace and will help lead our efforts – with you – to create an improved and scalable pathway as the trucks leave our Coolidge, Arizona facility. In short, he’s your guy and main contact – he will provide you accurate, transparent and critical information to you all, with duties including:

1. Recall and dealership communication relating to BEV product prioritization and customer satisfaction
2. Assist with future BEV orders, including defining the market needs, and organizing Nikola’s sales organization to provide assistance in any way needed.
3. Growing your customer base and assisting with market adoption for the BEV

Like you, we believe that there is a need for the Nikola lineup to offer two options – BEV and hydrogen fuel cell electric vehicle (FCEV). And as we have Jason Roycht on the FCEV side, we have Mark for you on BEV.

If you don’t know Mark, know that he’s a true professional with decades of

experience in the business. He joined Nikola in July of 2023, and before that he spent 21 years at Penske Truck Leasing. There he served in various leadership positions in the U.S., Canada and Mexico in Transportation Service Solutions, where he managed more than 200 employees and maintained a fleet of 2500-plus Class 3 through 8 units, in addition to rental/leasing finance.

Mark's contribution to Nikola in his brief time with us has been invaluable, and he is the right person to lead the commercial efforts for our BEV program as we move forward. Please join me in congratulating Mark on this new appointment and support him on this important journey.

See you out on the road!

Ryan Clayton

Global Head, Sales



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