
NEVS

Saabvägen 5
SE-461 38 Trollhättan
Sweden

+46 (0)520 850 00
info@nevs.com
www.nevs.com

National Electric Vehicle
Sweden AB

Press release

Trollhättan 21.06.2016

NEVS launches its new trademark and sets off to shape the future of mobility

NEVS' vision is to shape mobility for a more sustainable future by focusing solely on electric vehicles with mobility solutions built around them. To support this vision a new brand identity has been developed – NEVS.

NEVS will be the trademark of the company's products including the first electric vehicle based on the 9-3 platform with start in 2017. That means that NEVS will no longer use the Saab trademark.

The automotive industry is changing rapidly to better fit societies struggling with pollution and congestion problems. NEVS intends to be in the forefront of this change.

"With sincere respect to our history and heritage, we want to be recognized as ourselves – A sustainable mobility solutions provider who are committed to the environment with a focused growth plan with its own brand as a corner stone," said Mattias Bergman, President NEVS.

NEVS long-term business goal is set globally, with China as its first priority and most demanding market for the coming years. NEVS intends to build a strong footprint in China as a base for a global expansion, and continue to establish partnerships with forefront runners to shape the future of mobility solutions.

A number of framework agreements have already been signed, including a strategic partnership agreement with Panda New Energy to deliver 150,000 electric cars and another 100,000 electric commercial vehicles, as well as the collaboration with Chinese State Grid, the world's largest electric utility company.

NEVS has a unique position by combining proven ability to develop and build high quality premium cars and at the same time the opportunity to build an automotive company for the future with new owners and partners specialized in for instance car sharing solutions and charging infrastructure.

"I believe the tipping point for electric vehicles is very near in many key markets. We aim to contribute to a more sustainable city planning, and together with our partners such as State Grid and Panda New Energy jointly introduce a new business model for mobility," said Jonas Hernqvist, VP Sales & Marketing NEVS.

A transparent approach – with traits such as being inclusive, honest and genuine – is essential for NEVS, both in terms of behavior and visualization. From colors to imagery, our new brand design should always reflect our aim of shaping mobility for a more sustainable future.

For more information, please contact:

Mikael Östlund
Director Communications & Public Affairs
Tel: 0046 5208 5100
mikael.ostlund@nevs.com
nevs.com

About NEVS

NEVS' vision is to shape mobility for a more sustainable future. Core to this is a global portfolio of fully electric premium cars, mobility solutions and sustainable city offerings.

NEVS was founded in 2012 and acquired the main assets of the Saab Automobile bankruptcy estates. The company is owned by NME Holdings Ltd., Tianjin Bin Hai Hi-tech Industrial Development Area, (THT) and State Research Information Technology Co., Ltd. (SRIT).

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NEVS' head office and main research and development facilities are located in Trollhättan, Sweden. NEVS' car production plant is located in Trollhättan, with a second production plant and a R&D Centre under construction in Tianjin, China, as well as a production plant in Fujian, China.