

January 19, 2021



Volcon Announces Key Hires in Marketing and Digital Departments

- Volcon has named two new leaders in their growing marketing and digital departments
- Chris Worden, powersports industry veteran, named Director of Marketing
- Richard Magness, automotive UI/UX leader, joins Volcon as Head of Digital

AUSTIN, TX | January 19, 2021 – Volcon ePowersports, the first all-electric, off-road powersports company, today announced two new key hires, bolstering the growing organization with expertise from proven powersports and automotive industry veterans. Effective immediately, Chris Worden has been named Director of Marketing and Richard Magness will take the role of Head of Digital.

Worden will oversee all marketing activities for Volcon’s unique, electric, powersports products, including social media, advertising, content creation, experiential engagement and public relations activities. Worden, a lifetime powersports enthusiast, has spent most of his professional career crafting stories and driving world-class product marketing for brands like Nike, CrossFit, Bell Powersports, Cycle World, BMW, FMF, and most recently Red Bull where he helped lead projects like Red Bull Rampage, Red Bull Straight Rhythm, Day in the Dirt, and the launch of the Red Bull Moto Can.

As Volcon’s Head of Digital, Magness will lead the development team responsible for all digital customer-experience elements, to include a state-of-the-art user-interface product that will lead the powersports industry. It will allow consumers to interact with and control all Volcon vehicles and will set Volcon apart from its competitors. Volcon will benefit from Magness’ experience and expertise as an automotive UI/UX leader for brands as diverse as Acura and electric car makers Faraday Future and Canoo. At Canoo, Magness along with two other designers, were responsible for creating all of the digital experiences for their phone app and for their car.

“The development of our forthcoming electric motorcycle and UTV products demands team members who can jump right into our fast-paced work environment and bring expertise from diverse industries to match the uniqueness of our vehicles,” said Andrew Leisner, Chief Executive Officer of Volcon. “When you mix an innovative product with superior talent, it’s a winning strategy. We couldn’t be happier to welcome Chris Worden and Richard Magness to the Volcon family, and we’re looking forward to launching our first products with them this Spring.”

Volcon electric vehicles provide fun, family-friendly off-road adventures as well as backcountry sportsman exploration, along with practical utility. The company’s first electrified off-road vehicle, the two-wheeled Grunt model, will be delivered to customers beginning in Spring 2021. Four-wheeled Stag and Beast models will follow in late 2021 into 2022.

About Volcon

Volcon Inc. is the first all-electric, off-road-only powersports company that designs, engineers and manufactures a full range of electric family and utility outdoor vehicles. Based in Austin, Texas, Volcon joins many major electric vehicle manufacturers, such as Tesla, Ayro and Hyliion in what is becoming the electric vehicle capital of the world.

Volcon was founded with the mission to enhance the outdoor experience while reducing the industry's environmental footprint so that adventurers and workers alike can enjoy the outdoors and preserve it for generations to come. For more information, please visit www.volcon.com.