

ElectraMeccanica Increases Retail Footprint into Three New Cities and Expands “Drive SOLO” Marketing and Ad Campaign

- *Expands Retail Presence for the Single-Occupant **SOLO** EV by Three New Locations in Q1, Bringing the Total Retail Locations to 13 Across Three Western States (AZ, CA, & OR)*
- *“SOLO Drive Tour” Invitation-Only Test Drive Events to Hit Five Cities*
- *Company Extends robust Out of Home (OOH) Marketing Campaign and Ad Presence Aimed at Educating Consumers About a New Way to Drive Electric*

VANCOUVER, British Columbia, Jan. 15, 2021 (GLOBE NEWSWIRE) -- [ElectraMeccanica Vehicles Corp. \(NASDAQ: SOLO\)](#) ("ElectraMeccanica" or the "Company"), a designer and manufacturer of electric vehicles including its flagship **SOLO** EV, is expanding its retail network to three new West Coast locations. Slated to open in March, the new direct-to-consumer retail locations will be located at The Village at Corte Madera, CA, Los Cerritos Center in Orange County, CA and La Encantada in Tucson, AZ, offering shoppers the ability to learn more, explore the vehicle and place reservations onsite. These additions bring ElectraMeccanica's retail location count to a total of 13 in 10 major markets.

“As we gear up for the first **SOLO** EVs to hit the road, we will be accelerating our successful, direct-to-consumer ‘Drive **SOLO**’ retail plan to further engage and inform potential customers,” said ElectraMeccanica CEO Paul Rivera. “We are continuing to enter new markets strategically where interest in and demand for electric vehicles are greatest. Our new and existing retail locations will provide a unique opportunity for potential customers to learn more about driving **SOLO**.”

“Our ‘**SOLO** Drive Tour’ is currently planned for five cities including Scottsdale, AZ, Cerritos, Walnut Creek, and Corte Madera, CA as well as Portland, OR, in February and March. We look forward to bringing our vehicles to select early reservation holders in these exclusive, invitation-only test drive experiences providing one of the first opportunities to look, see and ‘Drive **SOLO**.’ We are mindfully planning our demonstrations in accordance with all local COVID-19 protocols to ensure a safe event for all who attend.”

ElectraMeccanica is ramping up its current “Drive **SOLO**” marketing campaign aimed at educating consumers on a new way to drive efficiently. The campaign, which involves an aggressive rollout in key eco-conscious cities where the **SOLO** EV has an existing retail presence, will feature almost 300 billboard and digital mall displays along with social content across the company’s Facebook, LinkedIn, Twitter and Instagram pages. The new creative design, conceptualized internally by ElectraMeccanica with the media buy handled by Accretive Ads, is being extended further into Q1 after demonstrably positive initial results. The campaign illustrates everyday scenarios for driving solo with playful but relevant tag-

lines such as “Need HOV Access? Meet Your Plus One” or “Need a Getaway? Meet your #TravelBFF.”

“The ‘Drive **SOLO**’ campaign truly challenges consumers to rethink their daily driving habits,” added Rivera. “Most vehicle trips are done solo, whether it’s to the grocery store, the gym or on a daily commute. A single-occupancy vehicle like the **SOLO** makes sense from a standpoint of energy efficiency and space-savings and is the ideal solution for today’s urban transportation challenges. We’re expecting even greater demand as we continue to grow awareness in additional markets.”

ElectraMeccanica currently operates 10 retail locations in the western U.S. region.

The **SOLO** is a purpose-built, three-wheeled, all-electric solution for the urban environment. Engineered for a single occupant, it offers a unique driving experience for the environmentally conscious consumer. The **SOLO** has a range of 100 miles and a top speed of 80 mph, making it safe for highways. The **SOLO** features front and rear crumple zones, side impact protection, roll bar, torque-limiting control, as well as power steering, power brakes, air conditioning and a Bluetooth entertainment system. It blends a modern look with safety features at an accessible price point of \$18,500. The **SOLO** is currently available for pre-orders at <https://electrameccanica.com/product/solo-reservation/>.

About ElectraMeccanica Vehicles Corp.

ElectraMeccanica Vehicles Corp. (NASDAQ: SOLO) is a Canadian designer and manufacturer of environmentally efficient electric vehicles (EVs). The company’s flagship vehicle is the innovative, purpose-built, single-seat EV called the **SOLO**. This three-wheeled vehicle will revolutionize the urban driving experience, including commuting, delivery and shared mobility. The **SOLO** provides a driving experience that is unique, trendy, fun, affordable and environmentally friendly. InterMeccanica, a subsidiary of ElectraMeccanica, has successfully been building high-end specialty cars for 61 years. For more information, please visit www.electrameccanica.com.

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Except for the statements of historical fact contained herein, the information presented in this news release and oral statements made from time to time by representatives of the Company are or may constitute “forward-looking statements” as such term is used in applicable United States and Canadian laws and including, without limitation, within the meaning of the Private Securities Litigation Reform Act of 1995, for which the Company claims the protection of the safe harbor for forward-looking statements. These statements relate to analyses and other information that are based on forecasts of future results, estimates of amounts not yet determinable and assumptions of management. Any other statements that express or involve discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions or future events or performance (often, but not always, using words or phrases such as “expects” or “does not expect”, “is expected”, “anticipates” or “does not anticipate”, “plans”, “estimates” or “intends”, or stating that certain actions, events or results “may”, “could”, “would”, “might” or “will” be taken, occur or be achieved) are not statements of historical fact and should be viewed as forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such risks and

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