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## **MEDIA RELEASE**

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### **SEA Electric appoint Regional Director for Australia and New Zealand**

Experienced commercial vehicle executive, Mark Cameron, has been appointed to the newly created position of Regional Director – Australia and New Zealand, at leading automotive electric technology company, SEA Electric.

Mr Cameron will assist the company manage its fast growth in the local market, while also helping to capitalise on emerging opportunities for its proprietary van and minibus products along with OEM partnerships.

Prior to joining SEA Electric, Mr Cameron held senior positions with Scania in Asia, Africa Europe and Australia, including as Scania Regional Director for South Malaysia and Singapore and Managing Director for Tanzania.

Mr Cameron has also worked as an executive leadership, general management and strategy development consultant, and has been a senior board member of several Chamber of Commerce groups in Singapore.

In commenting on the appointment, SEA Electric Group Managing Director, Tony Fairweather, said that with his extensive background in the commercial vehicle industry and broad company representative experience, Mark was an ideal choice for the important role.

“Having worked in the commercial vehicle industry with a leading European truck manufacturer across four continents, Mark will draw on considerable global experience to help guide our Australian and New Zealand operations,” Mr Fairweather said.

“Mark has also filled senior representative roles on boards and committees so is well versed on the consultative process needed with both private and government stakeholders to advance the business.”

Mr Cameron said he was excited to join SEA Electric and was focused on assisting the company execute its local goals.

“I’ve joined SEA Electric at a very exciting time,” he said.

“We’ve become the electric drivetrain supplier of choice for many of the region’s leading truck brands while interest in our own van and minibus ranges has dramatically increased following last year’s announcement of our new LaTrobe Valley facility which is on track for completion in around 2021.

“SEA Electric currently has an electric solution for vehicles from 4 to 24 tonne GVM, but the rapid improvement in battery performance and increasingly affordability of the technology mean that new opportunities are arising with each passing day.

“With an electrical engineering background, I feel that after so long working with diesel and alternate fuels, I’ve now come full circle with this appointment – I’m pleased to be involved in a company that is helping to reduce carbon emissions and create a sustainable transport future for the next generation.”

**For further information, please contact:**

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**About SEA Electric**

*SEA Electric is an Australian automotive technology company that locally develops and assembles 100 per cent electric-powered vans, commuter buses and light/medium duty rigid truck models using its proprietary SEA-Drive® power-systems. Additionally, the company also works closely with a selection of leading Australian truck brands to engineer and install SEA Electric power-systems to their models. SEA Electric operates from a facility in Melbourne with plans underway for a large-scale assembly facility in the Latrobe Valley in regional Victoria.*