



## **Dr. Herbert Demel Joins BEDEO as Strategic Advisor**

*Former CEO of Audi AG, President of VW do Brasil, FIAT Auto and Magna Steyr, with Broad Experience, Knowledge and Network*

**LONDON, U.K.** – May 3, 2022 – BEDEO, a technology company and pioneer in the electrification of transport, today announced that Dr. Herbert Demel will join its Advisory Board as a Strategic Advisor, effective immediately.

Dr. Demel has earned high respect within the automotive and supplier industry. He has served in senior executive roles at a number of prominent companies including as CEO of Audi AG, Magna Steyr, Fiat Auto, Italy, and plant manufacturer M+W Group GmbH, specializing in the building of turn-key plants of chip production facilities. He also served as President of Volkswagen do Brasil, the largest non-German operation of Volkswagen worldwide, and at Robert Bosch GmbH. Dr. Demel currently holds a number of non-executive Supervisory Board roles. Born and raised in Austria, he gained his undergraduate degree and doctorate from TU Vienna and holds an honorary professorship at the Institute of Management Science there.

BEDEO's Founder and CEO, Osman Boyner: "As an industry leader with the highest pedigree, Dr. Demel's wealth of knowledge and deep commitment to the principles we share will be invaluable in supporting us in our mission to electrify transportation. It is essential that the world reduces its reliance on fossil fuels, and Dr. Demel's insight, network and experience will be critical as we deliver fast and effective electrification solutions to OEMs and fleet owners. We are delighted to welcome Dr. Demel and look forward to collaborating on our shared goals."

Dr. Herbert Demel: "As the industry accelerates its transition to sustainable transport, I was impressed to learn about BEDEO's path. The automotive industry and fleet owners face many challenges in their ability to operate businesses that are both sustainable and profitable. BEDEO and Protean have been pioneers in solving these challenges with their market insight and advanced technology solutions. I am very much looking forward to working with BEDEO and continuing my relationship with Protean Electric as both companies continue to grow."

### **About BEDEO**

BEDEO is a technology company bringing smart, sustainable transportation solutions to companies across Europe as they transition on the path to zero emission mobility, making a radical impact on reducing pollution in city centres and accelerating the overall transition to electrification. BEDEO's in house developed and manufactured, advanced electric powertrains are recognized for highest efficiency and durability alongside unparalleled service offerings. The Company's transformative approach and unmatched time to market speed has made it the partner of choice for over forty blue chip customers in logistics, e-commerce, online grocery and food retail, and urban waste management including Ocado, DPD, DHL, TNT/FedEx and Migros among others. World leading vehicle manufacturer, Stellantis, has



selected BEDEO to exclusively produce electric light commercial vehicles for the Peugeot, Citroen, Opel and Vauxhall brands for the European market.

<https://bedeo.tech/>.

### **About Protean Electric**

Protean Electric is an automotive technology innovator, and a world-leading developer of in-wheel motors including ProteanDrive, a fully integrated in-wheel drive solution. Protean Electric's technology is strategically positioned to play a major role in the hybrid, electric vehicle and future mobility market by offering a combination of packaging advantages, new vehicle design opportunities, performance benefits and earnings improvements. Globally Protean Electric has over 280 patents (and 80+ patents pending) across 75 patent families with operations in the United Kingdom, China and the USA. Protean Electric is part of the BEDEO Group.

For more information, please visit: [www.proteanelectric.com](http://www.proteanelectric.com)

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