



November 1, 2016

Ed Welburn, a pre-eminent leader of automotive design, joins I-Pulse as Chief Design Advisor

To our Board of Directors and Shareholders

We are pleased to announce the appointment of Ed Welburn as Chief Design Advisor of I-Pulse, effective immediately. Ed joins us after an illustrious, 44-year career at General Motors, recently retiring as GM's Vice President, Global Design.

We look forward to Ed's guidance and participation in helping to drive synergies with our automotive partners and in identifying efficiencies and opportunities that can significantly advance our business. Ed's calibre of design and leadership will be a catalyst for the continued growth of our Bmax subsidiary and the I-Pulse group.

At GM, Ed rose through the ranks to helm 10 Design Centres in seven countries, and a global team of more than 2,500 creative professionals. He was only the sixth design chief in GM's 108-year history.

One of his early achievements was the streamlined Oldsmobile Aerotech, a high-speed research vehicle which broke two world records, topping out at 257 miles per hour (414 kilometres per hour). During the project, Ed used the universal language of design to collaborate with engineers, designers, marketers and fabricators, demonstrating early in his career his innate ability to bridge diverse functions to accomplish shared goals.



Ed and the 1992 Aerotech concept

Under Ed's leadership, GM Design introduced critically-acclaimed new concept vehicles, such as the Buick Avista concept revealed at the recent 2016 North American International Auto Show. The Buick Avista went on to capture the EyesOn Design Award for "Best Concept Vehicle" and the Detroit News Readers' Choice Award. Ed also is credited with the redesign of the iconic Camaro and the latest Corvette model. *Car and Driver* magazine declared him "the man who brought beauty back to GM".

Please join us in extending to Ed a warm welcome to the I-Pulse family.

Robert Friedland
Founder and Chairman

Laurent Frescaline
Founder and CEO

For an appendix of some of Ed's career highlights, please see next page.

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Appendix

Ed Welburn's career highlights



Oldsmobile Cutlass Supreme



Cadillac Converj Concept



Chevrolet Chaparral Concept



Buick Avista Concept

- 1961** An 11-year-old Ed wrote a letter to GM, sharing his desire to become a car designer. GM's advice: keep sketching and get yourself to Howard University.
- 1972** Received BFA from Howard University College of Fine Arts.
- 1973** Joined Buick Exterior Studio. Significant vehicles: Riviera and Park Avenue. Associate Designer in GM Advanced Design Studio.
- 1988** Contributed to 1988 Indianapolis 500 Pace Car, an Oldsmobile Cutlass Supreme. Received IDSA Award for Design Excellence.
- 1998** Appointed Exec. Director of GM's Advanced Design. Significant vehicles: Chevy SSR, Chevy Bel Air, GM AUTOmy and Hy-Wire.
- 2005** Named GM Vice President, Global Design.
- 2009** Received Distinguished Service Citation from Automotive Hall of Fame. Listed in "100 Most Powerful Executives in Corporate America" by Black Enterprise Magazine. Significant vehicles: Cadillac Converj Concept (EyesOn Design winner), Cadillac Aera Concept, Chevrolet Orlando Concept, Chevrolet Volt MPV5 Concept, Chevrolet Corvette Singray Concept.
- 2014** Appeared in "Transformers: Age of Extinction" movie as himself. Receives Lifetime Achievement Award at the NAIAS Multicultural Media Awards. Significant vehicles: Chevrolet Adra SUV Concept, Chevrolet Chaparral.
- 2016** First ever recipient of Detroit Free Press "Automotive Difference Maker Lifetime Achievement Award". Significant vehicles: Buick Avista Concept (EyesOn Design Excellence Award and Detroit News' Readers Choice Award winner), Opel GT Concept.

For more information about Ed, please visit www.welburndesign.com