



Motive Industries

(www.motiveind.com)

Motive is a full vehicle development firm focused on advanced materials, technology and innovation to create state-of-the-art transportation solutions. The firm has developed the Kestrel EV, Canada's first biocomposite electric car.

Founded in California in 2003 by Nathan Armstrong, the company moved to Calgary in 2006. Both of the Armstrong's children had significant respiratory health problems linked to poor air quality, which immediately began to dissipate once they had transitioned to cleaner air in Calgary.

Motive began to shift in new directions once it was exposed to the unique business environment of Calgary. Nathan found that the attitudes and habits of Calgarians were more conducive to the type of projects that Motive delivers. When Motive approached the local business development organizations about the firm's Kestrel EV project, they were introduced meeting by meeting to a network of clean technology experts, funders, and other business development groups. Motive had little trouble finding the funding and partners needed for the Kestrel project.

The first round of five Kestrel prototypes are now being built, with the final assembly at SAIT Polytechnic, based in Calgary. SAIT's green building technologies program will be testing some of the cars alongside Smart Grid technologies.

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Calgary is used to big investments, so when I explained that I needed funding for a

\$20 MILLION

project with a turnaround of three to five years, the bank thought it sounded great!

NATHAN ARMSTRONG,
CEO MOTIVE INDUSTRIES
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