



Former VP Engineering of Polestar Electric Propulsion Systems Joins Tula Technology

San Jose, Calif., USA – May 2, 2023 – Tula Technology is pleased to announce the appointment of Dr.-Ing. Philippe Farah to Executive Technologist, effective May 2, 2023. As Tula accelerates Dynamic Motor Drive (DMD®) technology development and launches applications across the industry in e-Mobility and Electrification, Dr. Farah will have an essential role as a member of the Tula Executive Leadership Team.

"I am excited to join Tula Technology and look forward to working alongside an innovative team that's passionate about helping the environment," said Dr. Farah. "As the industry continues to eliminate rare earth materials from electric vehicles, DMD's groundbreaking control strategy will ensure efficiency gains beyond the best of what is available today."

Dr. Farah brings extensive experience in Powertrain Electrification, setting up, scaling and leading global technology and product engineering organizations. He joins Tula from industry leading EV manufacturer Polestar where he was Vice President of Engineering for Electric Propulsion Systems. Prior to Polestar, Dr. Farah held senior leadership positions at Marelli, Great Wall Motors, Valeo and Delphi Technologies (now part of BorgWarner).

"We are delighted to have Philippe join Tula," said Scott Bailey, CEO of Tula Technology. "His worldwide industry experience and deep technical knowledge will be invaluable as we accelerate our efforts to enable the highest efficiency, rare earth free propulsion systems at a cost level which makes EV's more accessible to the mass market. His contributions will help Tula rapidly implement DMD technology in automotive and industrial applications worldwide."

About Tula Technology, Inc.

Silicon Valley-based Tula Technology provides innovative award-winning software controls to optimize propulsion efficiency and emissions across the mobility spectrum, including electric, hybrid, gasoline, diesel, and alternative fuel vehicles. Tula's culture of innovation has resulted in breakthrough technologies and a robust global patent portfolio of more than 400 patents issued and pending. Tula Technology is a privately held company backed by Sequoia Capital, Sigma Partners, Khosla Ventures, GM Ventures, BorgWarner and Franklin Templeton. More information is available at www.tulatech.com.

Contacts:

Media: Financial Profiles

Tricia Ross

TRoss@finprofiles.com

310-622-8226