



## Press release

*For immediate release*

# PowerCell Sweden strengthens its management team

[Gothenburg, Sweden, August 12, 2016.] **The leading fuel cell company [PowerCell Sweden AB \(publ\)](#) today announced that it is strengthening its management team to enhance customer focus and further strengthen the product development process.**

PowerCell Sweden is growing steadily in the Swedish and international markets. The company now announces that they employ to increase the customer focus with professionalism in marketing and to enhance the product development process.

Charlotta Sahlin has been employed as Director Marketing & Communication. Charlotta has a long and solid experience in international marketing and to develop strong brands from e.g. Saab Automobile Global Marketing and as Marketing & PR Manager at the IT company Pulsen. Charlotta has a bachelor degree in marketing and communications from the University of Växjö.

Karl Samuelsson has been employed for the role as Director of Product Development and will be responsible for product development. Karl has a long experience in product development from Volvo Cars Research & Development, Engine Engineering. Karl has a master degree in mechanical engineering from Chalmers University in Gothenburg.

Both will from August 15 be a part of PowerCell Sweden AB's management team and they will report to CEO Per Wassén.

“We are a company in an exciting phase and we are very positive about the future with the growing interest in our products and systems in Sweden and internationally. As the company grows, we see a need to further focus on our customers and are now strengthening our management team with professionalism in marketing and product development. We are therefore very pleased to that Charlotta and Karl with their specific knowledge and extensive expertise will start to work with us and contribute to our continued growth”, said Per Wassén, CEO of PowerCell Sweden AB.

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This information is of such information PowerCell Sweden AB (publ) is obliged to publish under the EU Market Abuse Regulation. The information was provided by the above contact person's support, for publication August 12, 2016 at 08:45 CET.

### **About PowerCell Sweden AB (publ)**

PowerCell Sweden AB (publ) is the leading fuel cell company in the Nordics, which develops and produces environmentally friendly power systems for stationary and mobile customer applications.

PowerCell has developed a modular system of fuel cell platforms, powered by clean environmentally friendly produced hydrogen where only electricity, heat and water are emissions. The fuel cells are also



designed to handle the reformed hydrogen from e.g. biogas, natural gas, biodiesel or standard diesel.

In case hydrogen infrastructure is missing, PowerCell has combined its leading fuel cell and reformer technology and developed a fuel cell system, PowerPac, which converts standard diesel, with hydrogen, into electricity. This is done in an energy-efficient and environmentally friendly way, in which emissions of carbon monoxide, nitrogen oxides and particles are completely eliminated and the carbon dioxide is greatly reduced compared with a conventional diesel engine.

PowerCell Sweden AB (publ) is listed on First North at Nasdaq Stockholm and is an industrial spinout from the Volvo Group. G&W Fondkommission is appointed Certified Adviser by the Company. Among the largest owners are Midroc New Technology, Fouriertransform, Finindus and Volvo Group Venture Capital. For additional information, please visit: [www.powercell.se](http://www.powercell.se)