

Dear Reader,

Normally, people don't really talk about this. People especially don't talk about this when times get tough. But we don't work that way, so let's talk about money.

What happened.

In our pursuit of providing sustainable mobility to everyone, we have attempted to fit into "norms" that we have now realized we don't believe in. We changed our ways to be more attractive to investors that have the means, but do not share our values. We have had the opportunity to take money, and in exchange, give up the vision. This would have been the end of the Sion and its core concept. We decided to reject the offer and ensure the continuance of Sono Motors in line with our principles. Yes, we lost time, but we will never change our beliefs. We believe in a future in which cities belong to people and not to cars. We believe in a future where energy is produced without burning fossil fuels. We believe in a future where mobility is electric and shared. And we know we are part of a movement.

What happens.

Thanks to you, our beliefs are within reach and not just a dream. And in realizing that it is you and the thousands of others who have shaped the Sion, we now know how to move forward. By going back to where we came from — back to you. We have learned that the classic way of financing could not work without surrendering our values. This is why we're addressing you. In order to continue with the Sion, we need 50 million

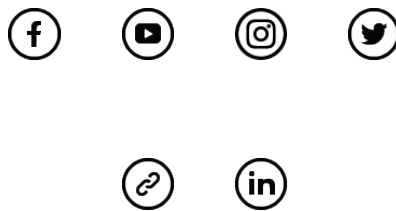
euros by 30 December. This is equal to 2,000 full price down-payments. This amount listed is necessary in order to invest in production facilities and the production of prototypes.

This is a tough message, and we are well aware of it.

We founded Sono Motors with the mission to fight against climate change; to fight for a planet worth living on. If you are willing to push the project forward and you still believe that we, together, can drive the change, there are ways to support. It is now in your hands whether the Sion will make it onto the streets. So, let's create a world where people think forward and are willing to take matters into their own hands. You can count on us to fight for it.

Navina, Jona & Laurin

What happened in detail?



Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

