

# NIKOLA MOTOR COMPANY

## 1. SWOT ANALYSIS

### Strength

- a. Bundles of business model in commercializing hydrogen-power technology used for heavy duty truck manufacturing.
- b. Lower total cost of ownership (TCO) for customers.
- c. Distinct value proposition.
- d. Penetration of electric-hybrid trucks in the heavy duty, long-haul segment.

### Weakness

- a. Lack of progress.
- b. Deceptive marketing practices.
- c. Lack of infrastructure advantage.
- d. Squandered its early mover advantage.

### Opportunities

- a. Partnership with players in other areas.

### Threat

- a. Resource rich established competitors.

## 2. STRATEGIC OBJECTIVES

- a. Our Business: Delivering Innovative Technology, Energy and Transportation Solutions.
- b. Our Network: An Extensive Group of World-Class Companies, Working Toward Shared Goals.
- c. Our Progress: Committed to Achieving Key Milestones.