PRESS RELEASE

Zeal Motor Answers Canada's Call with Canadian Innovations, Defence Contracts and Manufacturing Expansion



From left to right: Sylvie Beauregard, Mayor of Cowansville; Daniel Turgeon, Vice-President, Centre Desjardins Entreprises; Carlos J. Leitão, Parliamentary Secretary to the Minister of Industry and Minister responsible for CED; Maxim O'Shaughnessy, President of Zeal Motor; Louis Villeneuve, MP for Brome—Missisquoi; Frédéric Beauchemin, MNA for Brome-Missisquoi. (Photo: Le Guide – Xavier Demers)

October 15, 2026 -- Cowansville (Québec) -- As Canada strengthens its Arctic sovereignty, defence readiness and domestic industrial capacity, Zeal Motor Inc., manufacturer of the Canadian-designed FAT TRUCK® family of extreme-terrain vehicles, today announced a series of major milestones demonstrating the capabilities of Canada's defence industrial base.

Zeal Motor announced its participation in Canadian defence programs, introduced the next generation of FAT TRUCK® platforms and marked the completion of a major manufacturing expansion that doubles the company's production capacity.

> *"Canada is asking its industrial base to step forward, innovate and help build the sovereign capabilities our country will require for the future," said Maxim O'Shaughnessy, President of Zeal Motor Inc. "We are proud to answer that call."*
>
> - Maxim O'Shaughnessy, President of Zeal Motor Inc.

SUPPORTING CANADA'S ARCTIC MOBILITY REQUIREMENT

Among the company's most significant milestones is a five-year Standing Offer to supply Arctic Mobility Amphibious Vehicles for the Department of National Defence (DND), together with a pending Integrated Support and Services Program providing engineering solutions and support throughout the operational life of the vehicles.



FAT TRUCK® vehicles deployed during a Canadian Armed Forces expeditionary operation in the Arctic.

Zeal Motor is also delivering Medium Arctic Mobility Vehicles (MAMV) to the Canadian Armed Forces through an existing contract with their partner Niksik Sales and Leasing.



FAT TRUCK® Medium Arctic Mobility Vehicles (MAMV) operating in the Canadian Arctic.

These programs build on earlier testing and validation conducted through Innovative Solutions Canada (ISC), demonstrating the progression of Canadian technology from development to operational procurement.



Canadian-built FAT TRUCK® FT5 and FT3 vehicles arriving in the Arctic for operational deployment.

Looking ahead, Zeal Motor is positioning its Canadian-developed amphibious vehicle technology for the upcoming DND projects. The company believes its proven FAT TRUCK® technology represents a compelling Canadian solution to the country's evolving Arctic mobility requirements.



Canadian-designed FAT TRUCK® FT5 demonstrating exceptional mobility and obstacle-climbing capabilities in extreme terrain.

> *"Canada does not have to look abroad for every solution," O'Shaughnessy said. "We have an opportunity to build Canadian, support Canadian workers and Canadian suppliers, retain critical intellectual property and ensure that the knowledge required to sustain those capabilities remains here at home."*
>
> *— Maxim O'Shaughnessy*

Canada's defence requirements are also evolving beyond traditional crewed vehicles. Zeal Motor is also participating in opportunities associated with the Defence Drone Initiative (DDI) as Canada explores new approaches to uncrewed, autonomous and optionally crewed systems.

A CANADIAN ENGINEERING AND INTEGRATION HUB

Beyond developing its own vehicle platforms, Zeal Motor is increasingly acting as a Canadian engineering, integration and manufacturing hub for defence partners seeking to accelerate the development and production of advanced mobility solutions for Canada and its NATO allies.

This includes collaboration with Rheinmetall Canada, for which Zeal Motor provides engineering and manufacturing services supporting the Mission Master autonomous vehicle family that offers hybrid and fully electrical amphibious platforms.

These activities leverage Zeal Motor's expertise in extreme-terrain mobility, vehicle engineering, systems integration, prototyping and specialized manufacturing.

BRINGING CANADIAN TECHNOLOGY TO ALLIED MARKETS

The mobility challenges faced in Canada's Arctic are shared by many allied nations operating in difficult environments.

Zeal Motor is therefore expanding its international defence activities and pursuing opportunities with NATO member countries, including through the **NATO Support and Procurement Agency (NSPA)**.

> *"Our objective is bigger than building vehicles," O'Shaughnessy said. "If Canadian innovation can strengthen our sovereignty while creating skilled jobs, intellectual property, manufacturing capability and export opportunities here in Canada, then that is exactly the type of opportunity we want Zeal Motor to pursue."*
> *— Maxim O'Shaughnessy*





Canadian-designed FAT TRUCK® demonstrating tactical air transportability aboard a C-130 aircraft and amphibious mobility in challenging environments.

INTRODUCING THE NEXT GENERATION OF FAT TRUCK®

During the event, Zeal Motor also unveiled the next generation of FAT TRUCK® vehicles, incorporating lessons accumulated through years of commercial and defence operations in some of the world's most demanding environments.

At the heart of the new platforms is an advanced hydrostatic drive system engineered to deliver exceptional reliability, industry-leading low maintenance and improved off-road mobility.

The company is also expanding the versatility of the FAT TRUCK® platform through specialized options such as:

- Medical stretcher with lift
- Deep snow tracks
- Mulcher with a power take-off (PTO)

The developments demonstrate how a dual use Canadian vehicle platform can be adapted to meet requirements across defence, public safety, utilities, environmental management and critical infrastructure.







Tracked FT2 model for deep snow (left), medical stretcher with lift accessory (top right), rendered FT3 PTO mulcher application (bottom right).

DOUBLING CANADIAN MANUFACTURING CAPACITY

To support growing Canadian and international demand, Zeal Motor has completed a major expansion of its Cowansville manufacturing operations.

More than six million dollars were invested to double Zeal Motor's production capacity, providing additional space for future vehicle programs and creating further opportunities for Canadian suppliers to participate in the company's growing supply chain.

Already established as a world-class OEM, Zeal Motor is now expanding its manufacturing capacity to support larger-scale domestic and international programs.

It also demonstrates how collaboration between Canadian industry, research organizations, financial institutions and economic-development partners can help domestic manufacturers move from innovation and commercialization to increased production and exports.

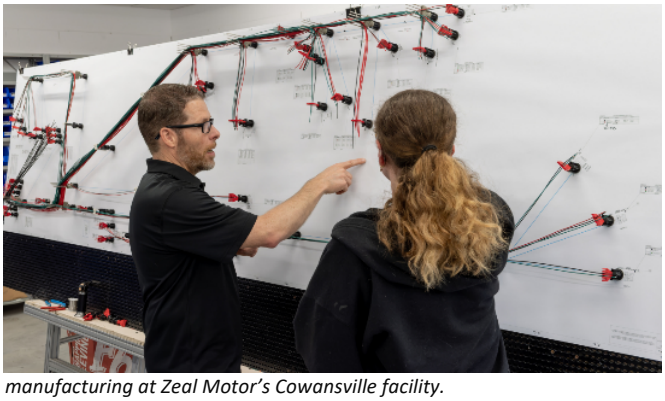
“SMEs are at the core of regional economic development and play a key role in our government’s plan to build, protect and strengthen the defence industry in Canada. Through the Regional Defence Investment Initiative and an investment of over $1.5M by CED, we are proud to guide Zeal Motor so that it can increase its capacity, stimulate innovation in the defence sector and create top-quality jobs. Our government has a clear, ambitious plan to strengthen Canada’s sovereignty, security and prosperity, while also generating economic benefits for the industry and for communities across Quebec,” stated Carlos Leitão, Member of Parliament for Marc-Aurèle-Fortin and Parliamentary Secretary to the Minister of Industry and Minister responsible for CED.

— Carlos Leitão

“It is a source of great pride to see a homegrown business such as Zeal Motor take its place in such a strategic industry as defence. This investment is concrete: an expanding plant, modernized equipment and a local business equipping itself to capture new markets. This is exactly what we want to encourage in the Brome–Missisquoi region: innovative businesses that grow, that shine a spotlight on our know-how and that help to build a stronger, more independent Canada,” mentioned Louis Villeneuve, Member of Parliament for Brome–Missisquoi.

— Louis Villeneuve





Canadian engineering expertise and advanced vehicle manufacturing at Zeal Motor’s Cowansville facility.



Zeal Motor’s expanded manufacturing facility in Cowansville, Québec, supporting increased production capacity and growing domestic and international demand.

ABOUT ZEAL MOTOR INC.

Headquartered in Cowansville, Quebec, Canada, Zeal Motor Inc. specializes in the design and manufacture of FAT TRUCK® amphibious and extreme-terrain vehicles. The company provides advanced mobility solutions for defence, first responders, utilities, mining, pipelines, telecommunications and other demanding applications in Canada and international markets.

For more information, visit **FatTruck.com**.

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