

PRESS RELEASE

March 21, 2025

ARCTIC TRUCKS ANNOUNCES NEW CANADIAN BUSINESS UNIT

World-renowned extreme mobility specialists, Arctic Trucks, are pleased to announce a newly formed business unit, Arctic Trucks Canada, Inc., incorporated in Saskatchewan, to offer sales, service and manufacturing of Arctic Trucks' products for Canadian customers.



“Arctic Trucks adds unique capabilities to improve mobility, logistics, and exploration in remote areas and especially in cold weather climates. Today’s announcement adds a manufacturing footprint in Canada, bringing production and service closer to our customers here”, says Dan Clark, Commercial Sales Manager for Arctic Trucks Canada.

Manufacturing of Arctic Trucks’ flagship AT44 vehicles in Canada will be led by KRAVE Automotive in Calgary, Alberta. “KRAVE’s extensive experience developing and manufacturing off-road vehicles for Canada’s extreme conditions makes them well positioned to manufacture our commercial portfolio, adding to their existing partnership of marketing our Toyota products”, adds Clark.

“We are excited to expand our partnership with Arctic Trucks to include manufacturing of the full lineup of Arctic Trucks’ products. Our company will

add decades of experience building off-road vehicles in Canada to enhance Arctic Trucks's offerings here." says Vill Van Der Merwe, Sales and Marketing Director for KRAVE.

Arctic Trucks Canada will initially offer AT44-equipped Ford Super Duty trucks in both 4x4 and 6x6 configurations, alongside Arctic Trucks' proprietary air suspension solutions. Other Ford and Toyota products being developed, including the company's new Toyota Land Cruiser 250 AT37, will also be proudly made in Canada.

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About Arctic Trucks

Arctic Trucks was founded in 1990 as a special vehicles division of Toyota in Iceland - long known as the 'Land of Fire and Ice' due to its rugged and beautiful landscape of extremes; from glacial to volcanic and everything in between. Our homeland is truly a world-class proving ground.

Over more than three decades Arctic Trucks have forged an unparalleled level of expertise in the re-engineering and conversion of four-wheel drive vehicles, setting a benchmark for quality, durability and reliability in the most remote and inhospitable environments on earth.

Arctic Trucks vehicles have achieved multiple world records and firsts, including being the first vehicles to reach the Magnetic North Pole (for Top Gear's iconic 2007 'Polar Special'), the fastest overland journey to South Pole, longest distance expedition in Polar history, first expedition to drive through all 7 continents, first Antarctic crossing by passenger vehicle and the first wheeled vehicle in history to travel from the Magnetic North to the South Pole (successfully completed in December 2023).

Setting numerous time and distance benchmarks along the way, Arctic Trucks have also dramatically increased polar travel efficiencies; enabling personnel to remain 'in field' for far longer than previously, without need for resupply.

Drawing from this unrivalled expedition experience and developed to global automotive OEM and government standards, Arctic Trucks versions of some of the most popular 4x4 platforms are also sold officially through automotive dealerships worldwide. With over 20,000 vehicles sold to-date, they are equipped to deliver a finely tuned balance of confidence-inspiring handling and superior comfort, control and mobility, both on-and off-road; resulting in exciting, daily driveable vehicles which are truly 'cool and capable' over all terrains.

Staying true to its heritage of extremes, Arctic Trucks is today active in multiple global markets, from the Polar regions to the deserts of Africa and the Middle East - becoming world-renowned as THE benchmark for extreme off-road vehicles in any environment.

Whether for leisure or professional purposes, Arctic Trucks enable owners and operators to safely, successfully and efficiently 'Explore Without Limits', whatever the challenge.

About KRAVE Automotive

KRAVE Automotive is a 4x4 & overland vehicle manufacturer located in Calgary AB. KRAVE offers full vehicle builds, aftermarket parts, accessories, installation and servicing of a variety of makes including Toyota and Ford.

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