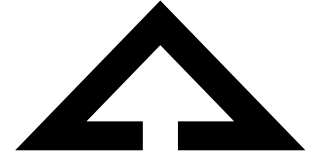


Alpha Motor Corporation Partners with Mattel's Matchbox Expanding Legacy

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IRVINE, Calif., Feb. 22, 2024/ -- Alpha Motor Corporation (Alpha) is pleased to announce a partnership with Mattel's Matchbox Brand as part of their Moving Parts segment. **Starting in 2025, Matchbox Moving Parts will offer a die-cast model of Alpha's highly acclaimed WOLF electric truck**, with the mission of spreading the values of electrification and sustainability.

Move Humanity®, Alpha's vision, is to lead electrification beyond technology to become a cultural movement for humanity. The electric vehicle (EV) market is expected to be driven by the current Generation Alpha (13 and younger), Gen Z (18-27) and Millennials (27-42), with 72% of them considering purchasing an electric vehicle.

"We're thrilled to embark on this exciting partnership with Matchbox, and we can't wait for Mattel's community to embrace Alpha's WOLF electric truck. Together, we're driving towards a future where innovation in automotive inspires generations to come," said Edward Lee, Founder and CEO of Alpha Motor Corporation.

Alpha is recognized by the U.S. Congress for its contribution towards sustainable transportation. The company's clean commercialization process integrates advanced digital tools and automation throughout the process of vehicle production, promoting transparency and significantly reducing the carbon footprint of industrialization. With Matchbox as a key partner, the process now opens access to a wider audience, allowing them to appreciate products resulting from sustainable vehicle production practices.

"Through the synergy between Alpha and Matchbox, we seek to inspire future generations to take the lead in sustainability efforts, driving innovation for the benefit of humanity and our environment," Lee continued.

Having received over 69,500 vehicle preorders to date, Alpha has witnessed a 162% year-over-year increase in market demand. Further strengthening the foundation for pre-sales, Alpha recently extended invitations to potential customers to experience the WOLF electric truck's performance firsthand. The company is applying customer insights towards improving production, ensuring that Alpha's electric vehicles align with customer preferences and strengthen mainstream commercialization.

Furthermore, the popularity of Alpha's WOLF electric truck has been undeniable, with public showings to an audience of over 13 million people, including the SEMA Show in Las Vegas and The Petersen Automotive Museum in Los Angeles. Its global debut in Seoul, South Korea, garnered widespread acclaim from both the public and industry media alike. Building upon this momentum, the company is ramping up the manufacturing of test vehicles and advancing pre-production.

Alpha looks forward to greater synergies in bringing focus to sustainability in the automotive industry and inspiring a collective effort in achieving net zero emission. The Matchbox vehicle will be available starting in 2025 at retailers nationwide.

About Alpha Motor Corporation

Alpha Motor Corporation (Alpha) is an award-winning American automobile company focused on manufacturing mobility solutions that **Move Humanity**®. We innovate sustainable transportation for the wellness of people and our environment by implementing advanced automotive technologies and disruptive industrial practices. Based in Irvine, California, Alpha is committed to creating the kinds of electric vehicles we believe the world has always wanted to see but that have not existed – until now.

Please contact pr@alphamotorinc.com for more information.

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