

REE Automotive Receives Excellence in Best Practices Company of the Year Recognition

Best Practices Awards

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Frost & Sullivan

In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry – A Global Growth Partnership Company.

The company demonstrates a strong overall performance.

Frost & Sullivan is proud to bestow the 2021 Global Company of the Year Award in the automotive EV platform industry to REE Automotive Ltd..

REE Automotive’s REEcorner™ module technology and EV platforms excel amid the automotive industry’s current challenges requiring great solutions by consistently delivering critical competitive advantages, considering quality, cost, and performance.



REE has designed the disruptive REEcorner™ technology which packs critical vehicle components (e.g. steering, braking, suspension, powertrain and control) into a single compact module located between the chassis and the wheel. This enables fully flat EV platforms with superior volumetric efficiency capable of packing a significantly larger load on a smaller footprint. REE’s aim is to be the underpinning on top of which EVs and AVs are built so that tomorrow’s mission-specific electric vehicle fleets will be ‘Powered by REE’.

Analysts evaluated key factors according to the below criteria.

Visionary Innovation & Performance	Addressing Unmet Needs	Visionary Scenarios Through Mega Trends	Leadership Focus	Best Practices Implementation	Financial Performance
Customer Impact	Price/Performance Value	Customer Purchase Experience	Customer Ownership Experience	Customer Service Experience	Brand Equity



REE’s technology will provide significant operational and functional advantages to EV fleets in the future due to its potential for excellent long-term customer benefits.

Benny Daniel
Industry Expert, Frost & Sullivan

