

# Veteran Automotive Executive, Dan Coker, Joins Hillcrest as Strategic Advisor

VANCOUVER, BC, April 11, 2023 /CNW/ - Hillcrest Energy Technologies (CSE: HEAT) (OTCQB: HLRTF) (FRA: 7HIA.F), a clean technology company developing transformative power conversion technologies and control system solutions for electrical systems, is pleased to announce the addition of Dan Coker as a strategic advisor to the Company. Mr. Coker will work with the Company's executive team on the execution of business expansion opportunities and overall growth strategy.



Dan Coker, Hillcrest Strategic Advisor (CNW Group/Hillcrest Energy Technologies Inc.)

Veteran automotive executive and pioneering entrepreneur, Dan Coker, to join Hillcrest as strategic advisor. "Dan brings an incredible track record of making things happen, and he will play a key role in ensuring Hillcrest successfully and efficiently advances," stated Hillcrest Chief Executive Officer, Don Currie. "On behalf of the Board and the entire team at Hillcrest, we'd like to welcome Dan and we look forward to working with him."

Mr. Coker is a veteran automotive executive and pioneering entrepreneur possessing special leadership capabilities and a global network. As the former president and CEO of Gentherm, Mr. Coker stewarded remarkable growth from inception to a US\$1 billion enterprise that fundamentally altered automotive thermal management.

Mr. Coker stated, "Hillcrest possesses a technology platform with the potential to disrupt power conversion possibilities across numerous sectors. Over the past two years, they've built a solid foundation and I look forward to working with the Hillcrest team as we accelerate into commercializing technologies and scaling the business."

Hillcrest Chief Commercialization Officer, James Bolen added, "Having worked closely with Dan over the years, I've witnessed his ability to translate first-mover opportunities into new products with demonstrated value to the market." Dan is a true visionary."

## About Hillcrest Energy Technologies

Hillcrest Energy Technologies is a clean technology company developing high-value, high-performance power conversion technologies and digital control systems for next-generation powertrains and grid-connected renewable energy systems. From concept to commercialization, Hillcrest is investing in the development of energy solutions that will power a more sustainable and electrified future. Hillcrest is publicly traded on the CSE under the symbol "HEAT," on the OTCQB Venture Market as "HLRTF" and on the Frankfurt Exchange as "7HIA.F". For more information, please visit: <https://hillcrestenergy.tech/>.

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Some of the statements contained in this news release are forward-looking statements and information within the meaning of applicable securities laws. Forward-looking statements and information can be identified by the use of words such as "expects," "intends," "is expected," "potential," "suggests" or variations of such words or phrases, or statements that certain actions, events or results "may," "could," "should," "would," "might" or "will" be taken, occur or be achieved. This forward-looking information is provided as of the date of this news release. The forward-looking information reflects our current expectations and assumptions and is subject to a number of known and unknown risks, uncertainties and other factors, which may cause actual results, performance or achievements to be materially different from any anticipated future results, performance or expectations expressed or implied by the forward-looking information. No assurance can be given that these assumptions will prove correct. Forward-looking statements and information are not historical facts and are subject to a number of risks and uncertainties beyond the Company's control. Investors are advised to consider the risk factors under the heading "Risks and Uncertainties" in the Company's MD&A for the year ended Dec. 31, 2021, available at [www.sedar.com](http://www.sedar.com) for a discussion of the factors that could cause the Company's actual results, performance and achievements to be materially different from any anticipated future results, performance or achievements expressed or implied by the forward-looking information. Accordingly, readers should not place undue reliance on forward-looking statements. The Company undertakes no

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