



TELO Trucks Unveils Its Fully-Realized Pre-Production Mini Pickup Truck

The growing automaker proves its viability in a shifting marketplace thanks to a revolutionary interior design, the most advanced electric vehicle battery technology on the market today and rigorous safety features

SAN CARLOS, Calif. (March 6, 2025) – [TELO Trucks](#) — maker of the world’s most efficient mini pickup truck that’s redefining what’s possible in electric mobility — today unveiled the first pre-production vehicle of its game changing mini pickup truck, the TELO MT1.

As the electric vehicle landscape continues to evolve, TELO Trucks is defining a new category of pickup trucks that meets a significant market need for sustainability, size and functionality across both consumer and fleet audiences. The TELO MT1 combines the most advanced battery technology, led by co-founder and CTO Forrest North, and safety innovations, led by co-founder and CEO Jason Marks, into a compact footprint that is tailor-made for urban environments. These capabilities in the size of a mini truck are only possible as an electric vehicle.

TELO’s ability to accomplish the goals it announced last March soon after closing a \$5.4M strategic funding round led by [Neo](#) with additional investment from [Spero Ventures](#) underscores how — by taking a uniquely interwoven approach to design, engineering, and manufacturing — the company continues to advance its positioning in the ever-evolving EV marketplace. With a rapidly growing waitlist of pre-orders and a distinct design-led approach, TELO continues to prove that smart, human-centered innovation can drive the future of electric mobility.

A Revolutionary Interior, Designed by Yves Béhar

At the heart of TELO’s first drivable pre-production vehicle is a thoughtfully designed, sustainably built interior that reimagines what an electric truck can feel like. With design efforts led by renowned industrial designer and TELO Co-Founder and Chief Creative Officer, Yves Béhar, alongside his fuseproject team, TELO prioritized sustainability, comfort, and functionality throughout every element in the truck’s cabin which includes:

- **Sustainably Sourced Materials:** The interior surfaces are crafted from biodegradable cork, a renewable, lightweight material that offers a luxurious feel while reducing environmental impact.
- **Spacious Seating Configuration:** Unlike other compact trucks, TELO’s innovative seat arrangement ensures rear passengers have the same legroom as a full-size five-seat crew cab pickup truck, offering an unmatched balance of space efficiency and comfort.
- **Smart Storage Solutions:** The “Monster Tunnel” is an innovative storage system that hides “under the bed” to allow for additional cargo space, perfect for adventure gear, tools, or daily essentials, without sacrificing passenger room.

“We designed the future of utility transportation by maximizing every inch to provide comfort without compromising performance or capability,” said Yves Béhar. “TELO brings more features, space, and practicality than any other vehicle on the road today.”

Poised for Growth

With over 5,000 pre-orders which represents over \$250M+ in customer commitments, TELO enters its next phase fully-charged. In partnership with industry-leading transportation prototype manufacturing partner, [Aria Group](#), the TELO MT1 pushes the boundaries of compact EV design, integrating innovative material choices and an intuitive user experience into an ultra-efficient pickup truck.

What’s Next: TELO’s Road to Market

Following today’s unveiling, TELO will continue its rigorous safety and durability testing with an eye towards the next phase of automotive development – passing homologation which they expect to accomplish next winter.

“We’re inviting investors, partners, and customers to join us as we take the next step,” added **Jason Marks, TELO Trucks Co-Founder & CEO**. “TELO is proving that – in a market stuffed with legacy brands – it is possible for a mini, mighty startup to deliver on time, on budget, and with real impact.”

For more information about TELO or to pre-order a TELO Truck for only \$152 — the length in inches of the compact vehicle — please visit www.telotrucks.com.

ABOUT TELO TRUCKS

[TELO Trucks](#) makes intelligently designed, efficient mini pickup trucks for city living and weekend adventuring. Its signature TELO Truck, launched in June 2023, features the standard pickup truck bed capacity and crew cabin in a dramatically shortened 152-inch vehicle. With over 5,000 pre-orders secured since launch, TELO is representative of a different era of EV companies. Co-founded by [Jason Marks](#), [Forrest North](#) and [Yves Béhar](#) with design input from fuseproject. To learn more, visit www.telotrucks.com.

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ABOUT FUSEPROJECT

[Fuseproject](#) is an independent design and innovation partner to the ambitious leaders who make tomorrow today. Founded by Yves Béhar, fuseproject has launched over 90 early stage ventures like August, Snoo, TELO Trucks, and Uber, and hundreds of new products and services for brands like Samsung, Herman Miller, L'Oréal, and SodaStream. We believe design accelerates the adoption of new ideas. From zero to launch, our team shapes the products and experiences that define categories and transform the way we live. We position leadership with new thinking. Together, we create the ideas that surprise, turn heads and inspire people to see in new ways. Visit www.fuseproject.com.

ABOUT ARIA GROUP

[Aria Group Inc.](#) is a premier leader in design, engineering, prototype development, and advanced manufacturing solutions for automotive, aerospace, entertainment, and maritime space. The group has over 25 years of experience combining the latest advances in rapid manufacturing technologies with innovative design and creative engineering. Aria Group is headquartered in Irvine, California, and has a research and development center in Traverse City, Michigan. The headquarters includes three facilities totaling 85,000 square feet and a team of over 130 experts working in project management, design and engineering, manufacturing, surfacing and paint, upholstery, electrical installation, fabrication, and final assembly departments. Aria Group's experience working with most major automotive manufacturers, electric vehicle (EV), and advanced air mobility (AAM) startups on world-leading projects from an early stage up to serial manufacturing. For instance, Czinger Vehicles, Honda, Hyundai/Supernal, Einride, Everrati, Kia, Meyers Manx, Radford Motors, Singer Vehicle Design, Virgin Hyperloop, and many more. To learn more, visit www.aria-group.com.

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