dynaCERT teams up with Harold Martin to move their emissions reduction tech to the next level of success

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Today up to 40 of the world's leaders are meeting for President Biden's Leaders Summit on Climate Change. It has been reported that the U.S plans to announce their new goal to accelerate its emissions reductions by 50% by 2030. China's President Xi also plans to outline how China plans to reduce their emissions. Then on November 1-12, 2021 there will be the UN Climate Change Conference to be held in Glasgow, UK.

All of this revolves around reducing emissions. One company is already doing that and improving fuel efficiency with their Carbon Emission Reduction Technology (CERT) used with diesel engines. That company is dynaCERT Inc. (TSX: DYA | OTCQX: DYFSF | FSE: DMJ).

dynaCERT teams up with industry leader Harold Martin of Martin Technologies

In recent news announced on January 18, 2021 dynaCERT stated that dynaCERT "has agreed with Martin Technologies LLC Corporation ("Martin Technologies") to collaborate on scientific expansions required for introducing *dynaCERT*'s patented proprietary Carbon Emission Reduction Technology ("HydraGEN™ Technology") to Original Equipment Manufacturers ("OEM's") in North America and globally." As a result of this Chairman and CEO of Martin Technologies, Mr. Harold Martin, has joined the dynaCERT corporate advisory board. DynaCERT state:

“Mr. Martin has global business experience ranging in North America and South America, EU, Asia and Africa. **He has been an OEM Supplier partner providing complete vehicle services in engineering, manufacturing, assembly, and marketing.** He is a former Automotive Engineer at General Motors who led numerous programs and awarded 20 World Patents and 5 Classified Patents……Mr. Martin founded Martin Industries in 1996 where he developed and sustained solid business partnerships within the Automotive, Aerospace, Defense and Motorsport industries and where he commissioned 15 global facilities reaching more than 1 million square feet in combined space. He led many joint global partnership agreements including Wiring JV, Smart Wiring JV and Casting JV. He is recognized by the OEM industry for engineering and manufacturing expertise, creativity, sense of urgency, and speed to market…..**Mr. Martin has been profiled publicly by CNN, ESPN, NBC, ABC, FOX, SPEEDVISION, USA Today and Automotive News and was a Speaker for over 75 Corporations** and more than 250 schools (70,000 students)……He is the winner of the Trailblazing Award of the AFMIM and acted as “Harold Martin” in the movie “Home Run Showdown.”

This is a significant coup for dynaCERT having Mr. Harold Martin onboard. This has the potential to speed up and open up huge new global business opportunities for dynaCERT. Just think for a moment, can you name anyone (except maybe Elon Musk) in the auto or emissions industry that have been asked to play themselves in a movie. Experience, wisdom, global connections. It’s all there.

In other news, dynaCERT announced major carbon credit advancements with Verra. Verra develops and manages standards that help the private sector, countries, and civil society achieve ambitious sustainable development and climate action goals. The release stated: “Verra, which manages the world’s largest greenhouse gas program, the Verified Carbon Standard, has approved the concept note of *dynaCERT* that is designed to

secure Carbon Credits by deploying *dynaCERT's* patented HydraGEN™ Technology and HydraLytica™ Telematics on a global basis." Verra approved the concept note designed to create *dynaCERT*'s new Verified Carbon Standard (VCS) Methodology under Verra's VCS Program.

Closing remarks

dynaCERT continues to expand their connections, collaborations, and their reputation. The recent move to have motor industry expert Mr. Harold Martin join the advisory team is likely to lead to significant steps forward in regards to improved technology and perhaps building up new OEM client relationships. dynaCERT is already making inroads into the diesel truck and freight industry as I discussed previously here.

dynaCERT's emissions reduction technology for diesel engines (HydraGEN™) and their software as a service (HydraLytica™) to monitor performance (emission reductions and improved fuel efficiency) are both steadily gaining industry acceptance and market share.

dynaCERT trades on a market cap of C$184M and looks poised to continue their expansion in 2021.