

Greg Coles, President
SELOC LLC

With a profound passion for automobiles dating back to the mid '90s, Greg Coles has cultivated a remarkable 25-year journey in the automotive realm. He has navigated the industry by buying, selling, building, and expertly repairing countless vehicles.

In 2015, he ventured into the roadside assistance and towing sector, rapidly mastering its intricacies. His expertise spans from managing roadside accounts to hands-on repair and reconstruction of wrecker trucks, encompassing complete tow truck fabrication.
Through these experiences, he identified a pressing need for simplified, low-maintenance tow vehicles with reduced environmental impact.

In 2019, he established SELOC, LLC as a pioneering force in automotive carbon emissions reduction solutions. Initially, the focus was on electrifying passenger vehicles, resulting in the development of groundbreaking EV prototypes over three years.

Recognizing the global initiative for carbon neutrality in automotive transportation by 2050, Greg redirected SELOC's mission towards education and training. The curriculum encompasses the conversion of conventional gas and diesel vehicles into electric ones. This educational endeavor aligns seamlessly with governmental objectives for a carbon-neutral industrial landscape, paving the way for widespread adoption of electric vehicles and sustainable energy solutions.

Coles is currently leading the curriculum development team in putting literature to the conversion processes that promotes equity and inclusion in the EV conversion space. He develops programs and business partnerships that create opportunities in underrepresented areas. These partnership programs will ensure the forward progress in the mass adoption of EVs, both commercially and privately.

SELOC LLC. is an Internal Combustion Engine (ICE) to Electric Drive conversion company (ICE-to-EV). The primary focus is on Electric Vehicle Conversion Training (EVCT). The business model is Fleet Conversion Electrification (FCE) utilizing EVCT.