



m-cro





# SWISS MICRO MOBILITY SINCE 1997



Since 1997 we have had a vision: eco-friendly and space-saving mobility for everyone. In that same year, we invented **the very first kick scooter** which has been a huge success, selling millions of units in the first months after its launch, marking the start of a revolution.

Fast forward 20 years later and we are further than we would have ever imagined. More and more people use an e-scooter or a bike **instead of a car**. Our goal is to make people understand, when it comes to mobility, **less is more**.

## WHAT IS MICRO MOBILITY?

Micro mobility is a new form of mobility, designed to **improve traffic and air quality** in cities. It includes vehicles that are significantly smaller than cars and weigh **less than 500kg** such as e-scooters, bikes and bubble cars.

# THREE MICRO MOBILITY CATEGORIES



## E-SCOOTER & E-BIKE

Ideal for short distances up to 30 km and in combination with public transport.



## MICROLETTA

Ideal for medium distances up to 100 km and weaving through traffic.



## MICROLINO

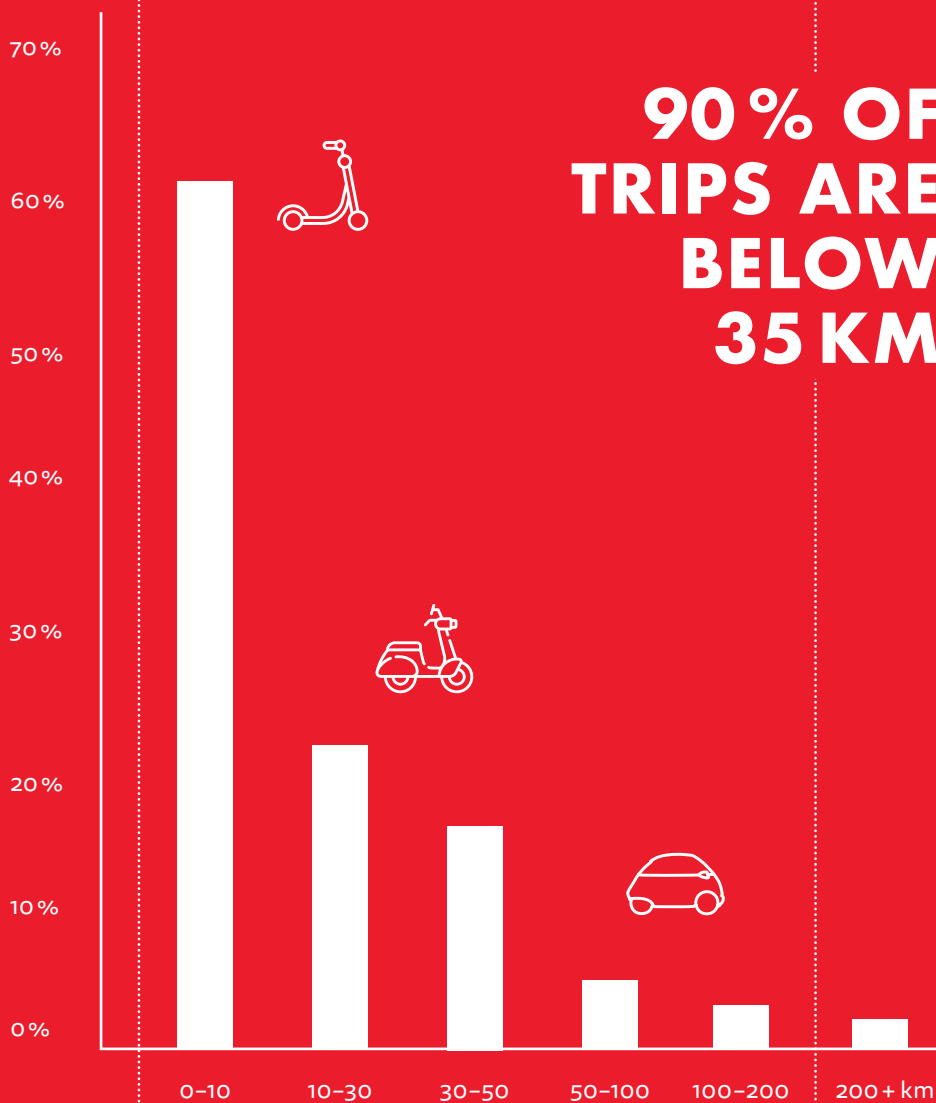
Ideal for medium/long distances up to 200 km while being weather-protected.

Think about it: When was the last time you drove more than 200 km in a day? How many times are more than two people in your car? It turns out that micro mobility is a much **better option for 95% of your trips.**

Our experience showed, there is not a one-size-fits-all solution. Some people live close to a train station in the center of a city and need something as compact as possible. Other people live in the suburbs with poor access to public transport or in a country with cold winters. They have different requirements but they all want **eco-friendly, practical and fun** products to move around with.

This is why we have defined micro mobility in three categories. So, which micro mobility category suits your needs?

## SHARE OF TRIPS IN %



**MICROLINO**

# **THIS IS NOT A CAR!**

It's something much more eco-friendly  
and fun. For those who care about the  
environment and like to do so in style.



**SEE ME  
ON YOUTUBE**





m-ero

# MICROLINO

The Microlino is the iPad of the mobility world, combining the advantages of a car with those of a motorbike. We equipped the Microlino with everything you need but nothing more: It is suitable for two people, has three battery options and offers enough space for your groceries. Let's go!

**Start of production:** 2022

**Reserve now:** [www.microlino-car.com](http://www.microlino-car.com)



The specifications are provisional and are subject to changes.

\* Estimated





RESERVE YOUR  
MICROLINO





## PARKING

### Cross-parking

At a mere 2.5m in length, the Microlino can cross-park. Due to its unique front door, you will never have to worry about not getting out, as you simply exit directly onto the sidewalk.

## ECO-FRIENDLINESS

### 60% less energy waste

Because of its light weight, the Microlino uses about 60% less energy for production and usage than a normal electric car. Don't even get us started on how big the difference is compared to a huge gas-guzzling SUV.







## SUNROOF

### Here comes the sun

The standard sunroof provides fresh air and gives you a head-start on your summer tan. Don't forget your sunscreen!

## CHARGING

### Charge me up

Microlino can be charged on a normal electrical socket in just four hours, no special charging equipment required.



## URBAN

### ULTIMATE SIMPLICITY

**Urban Interior & Rims, Coupe Roof, Sport Mode, Dual Displays, LED lights, Heating**

## DOLCE

### TOUCH OF RETRO

**Dolce Interior & Rims, Infinity LED Light Bars, Folding Roof, Retro Colors & Chrome Details, Vegan Leather Steering Wheel, Sport Mode, Dual Displays, Heating**

## COMPETIZIONE

### THE MODERNIST

**Competizione Interior & Rims, Infinity LED Light Bars, Folding Roof, Matt Colors & Chrome Details, Vegan Leather Steering Wheel, Sport Mode, Dual Displays, Heating**

## COLORS

-  Santorini White
-  Amsterdam Orange






## COLORS

-  Santorini White
-  Amsterdam Orange
-  Zurich Blue
-  Milano Red
-  Paris Mint



## COLORS

-  Torino Aluminum Matt
-  London Green Matt
-  Gotham Anthracite Matt



# URBAN

ULTIMATE SIMPLICITY



## EDITION HIGHLIGHTS

- Urban Interior & Rims
- Coupe Roof
- Sport Mode
- Dual Displays
- LED lights
- Heating

## COLORS



Santorini  
White



Amsterdam  
Orange



## EXTERIOR DETAILS

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The Urban edition comes in two color styles and features LED headlights and indicators.



## INTERIORS

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Two interior styles with the seatbench and dashboard covered in fabric that match the simplistic appearance.



## COUPE ROOF

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The coupe roof comes standard in the Urban edition and can be upgraded to the sun roof.



# DOLCE

TOUCH OF RETRO



## EDITION HIGHLIGHTS

- Dolce Interior & Rims
- Infinity LED Light Bars
- Folding Roof
- Retro Colors & Chrome Details
- Vegan Leather Steering Wheel
- Sport Mode
- Dual Displays
- Heating

## COLORS



Santorini  
White



Amsterdam  
Orange



Zurich  
Blue



Milano  
Red



Paris  
Mint

## EXTERIOR DETAILS

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The Dolce edition features the front and rear Infinity LED Light Bars and completes its retro look with the 5 flashy body colors, a white roof and subtle chrome details.



## INTERIORS

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Two interior styles with premium materials for the seatbench and dashboard that match the retro exterior colors. The steering wheel comes in vegan leather with white stitching.



## SUN ROOF

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Here comes the sun! Enjoy a light breeze while cruising through the city. The sun roof comes standard in the Dolce and Competizione editions.



# COMPETIZIONE

THE MODERNIST



## EDITION HIGHLIGHTS

- Competizione Interior & Rims
- Infinity LED Light Bars
- Folding Roof
- Matt Colors & Chrome Details
- Vegan Leather Steering Wheel
- Sport Mode
- Dual Displays
- Heating

## COLORS



Torino  
Aluminum  
Matt



London  
Green  
Matt



Gotham  
Anthracite  
Matt



## EXTERIOR DETAILS

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The Competizione edition features the front and rear Infinity LED Light Bars and completes its modern look with 3 matt body colors, a glossy black roof and subtle chrome details.



## INTERIORS

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Two interior styles with premium materials for the seatbench and dashboard that match the dark exterior colors. The steering wheel comes in vegan leather with orange stitching.



## SUN ROOF

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Here comes the sun! Enjoy a light breeze while cruising through the city. The sun roof comes standard in the Dolce and Competizione editions.









**COMPETIZIONE**

# WHAT`S NEW?

Compared to the Microlino 1.0





### **PERFORMANCE BOOST**

More powerful and efficient motor, 3 battery types with higher energy density and a sports mode that will turn heads at the traffic light.



### **FULL METAL JACKET**

Integral body structure made of pressed steel and aluminium, increases safety and stiffness.



### **SPORTSCAR GENES**

Body panels made of aluminium to reduce the weight.



### **GOKART FEELING**

Wider rear axle & independent suspension for cutting curves.

**MICROLINO INTEGRAL BODY STRUCTURE**

# TECHNICAL DATA

## POWERTRAIN

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Max. Speed (km/h)	90 km/h (limited)
Acceleration 0-50 km/h (sec.)	5 s
Power (kW)	12.5 kW
Max. Torque (Nm)	89 Nm

## BATTERY

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Range (km)	91 km/ 177 km/ 230 km*
Capacity (kWh)	6 kWh/ 10.5 kWh/ 14 kWh**
Charging Time 0-80 % (h)	4 h (Battery 6 kWh)
	3 h (Battery 10.5 kWh)
	4 h (Battery 14 kWh)**
Type of battery	Lithium/Ion (NMC/NCA technology)

## VARIOUS

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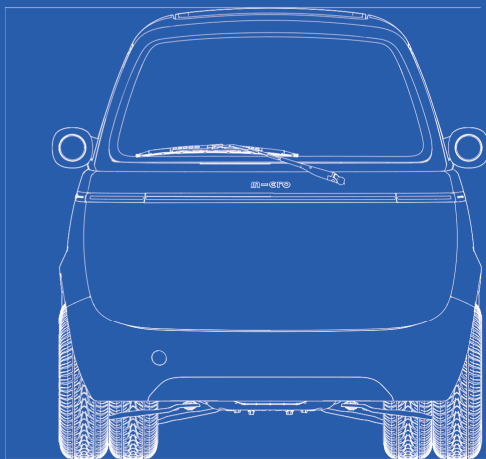
Curb Weight (kg)	435 kg (w/o battery and driver)
Seats	2
Trunk Volume (l)	230 l
Category	L7e
Heating	included

\* Preliminary data

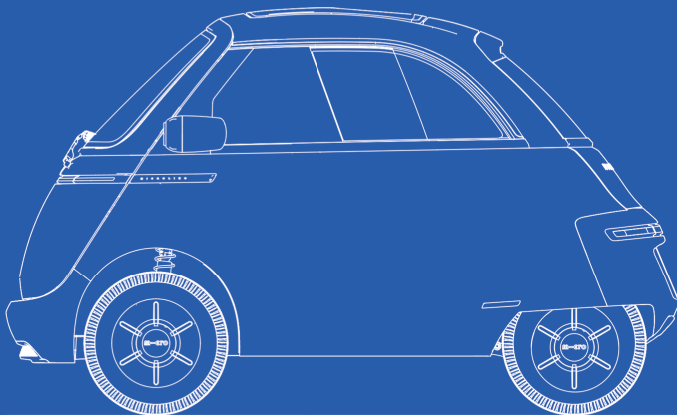
\*\* Available 07/2022



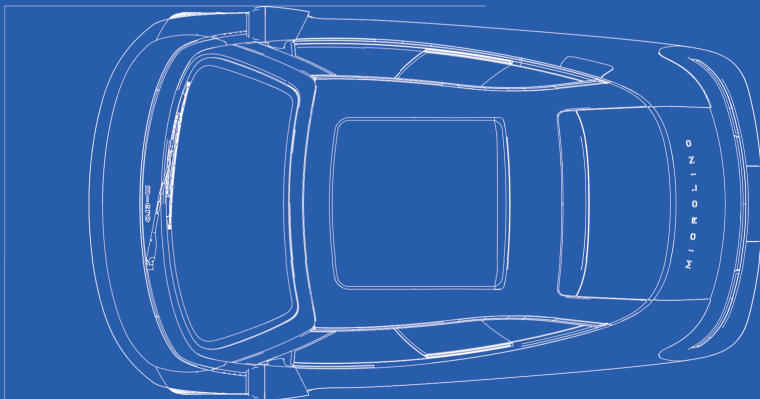
1501 mm



2519 mm



1473 mm





# MADE IN ITALY

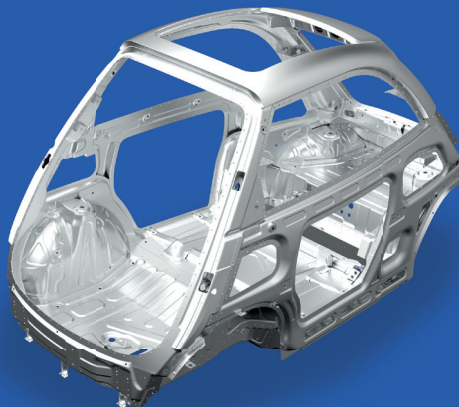
## CECOMP: Microlino Production and Development Partner

The Microlino will be produced in our facilities in Turin, Italy, together with the expertise of CECOMP. The Italian family company CECOMP has supported the development and industrialization of the new Microlino 2.0. The company was founded in 1978 by Giovanni Forneris and was involved as model and prototype builder for many iconic vehicles such as the Lancia Delta Integrale and the Golf 1.

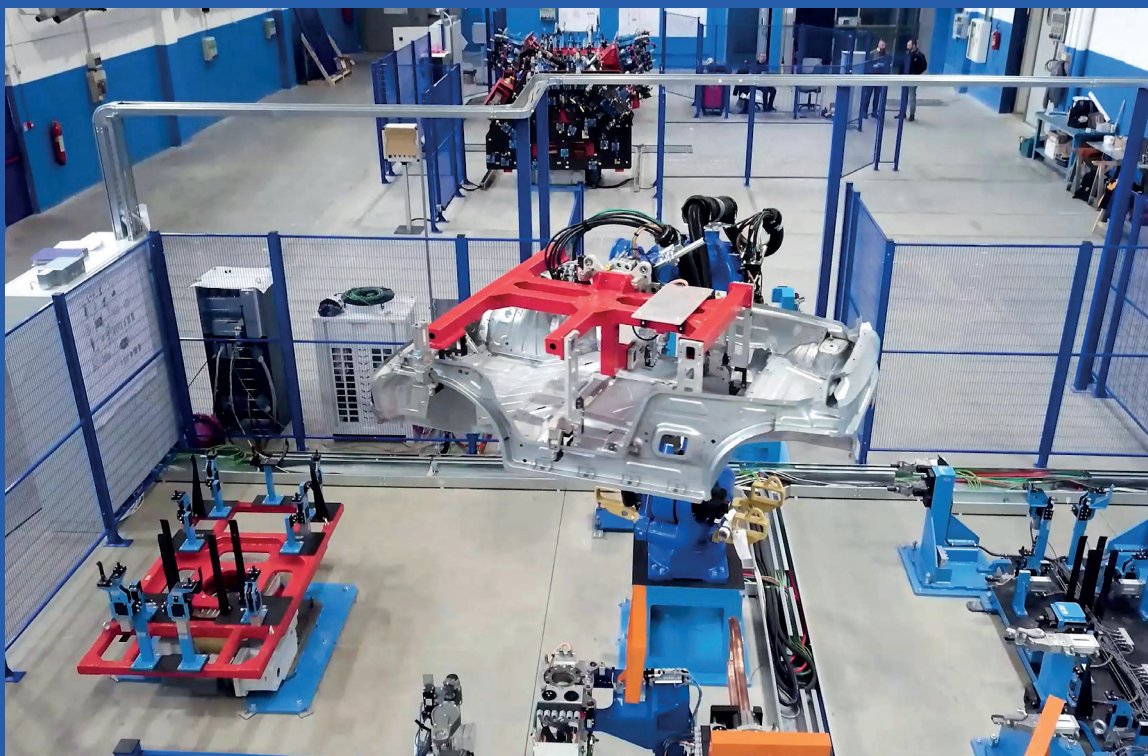


## MICROLINO FULL METAL JACKET

In 2011, CECOMP introduced the «Bluecar» to the market, for which it was the contract development and production company. The car was used in Bolloré's «Autolib» Sharing, among other car-sharing schemes around the world.



The company is now run by the second generation, Gianluca and Paolo Forneris, and has five sites in Europe for prototypes, small and medium series vehicles and aluminum body parts production. In addition, the company is a shareholder of the world's biggest automotive design firm, Icona, with offices in Turin, Los Angeles and Shanghai.



**MICROLETTA**

# **WHY HAVE TWO WHEELS WHEN YOU CAN HAVE THREE?**

Three wheels make you stand out from the crowd and your shoes won't get dirty when waiting at the traffic light.



**SEE ME  
ON YOUTUBE**







# MICROLETTA

The Microletta is a light-weight, electric, three-wheeled scooter that can be driven with a car driver's license. With a range of up to 100 km and a top speed of 80 km/h the Microletta is your stylish commute for urban cities. The two tilting front wheels allow more grip and stability and a shorter braking distance and therefore increase the overall safety of the scooter.

**Start of production:** To be defined  
**Reserve now:** [www.microlino-car.com](http://www.microlino-car.com)



**TOP SPEED**  
80 km/h



**RANGE**  
100 km



**POWER**  
3 kW



**PRICE**  
Starting from 4,900 €



**2 BATTERIES**  
4.2 kWh





The specifications are provisional and  
are subject to changes.

**RESERVE YOUR  
MICROLETTA**





## SAFETY

### Light as a two-wheeler safe as a tricycle

Compared to a normal two-wheeler, the two tilting front wheels of the Microletta ensure a much shorter braking distance and minimise the risk of a slipping front wheel on wet and icy roads.

## LICENSE-FREE

### Don't worry, drive happy

Normal electric scooters are missing something nowadays: speed! Like the 45 km/h two-wheelers, the Microletta can be driven with a car drivers license but is not restricted to a speed limit and goes up to 80 km/h.







## SWAPPABLE

### Swap it like it's hot

The two battery packs with a range of 100 km each can easily be taken out and charged at home or in the office in just four hours. Of course you can also charge the scooter with the batteries in place. In addition, the trunk has space for two jet helmets.

## TRAFFIC MODE

### Clean shoes guaranteed

You will never have to put down your feet again when stopping at a red light or driving at low speed in traffic. Due to the semi-blocking of the tilting mechanism, the Microletta won't tip over even at a full stop.



**E-SCOOTERS & E-BIKES**

# **RETHINKING URBAN MOBILITY**

Modern & compact design, light weight, high-tech materials and maximum performance. Our e-scooters form the most efficient and flexible way of urban transportation and are therefore the perfect solution for the «last mile»!



**MICRO  
ON YOUTUBE**



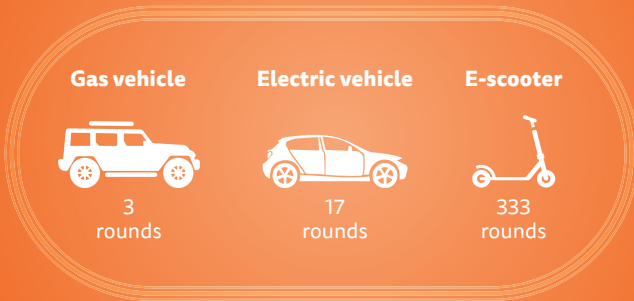








## DISTANCE MEASURED IN SOCCER FIELDS PER KILOWATT HOURS OF ENERGY



## ECO-FRIEND- LINESS

### Efficiency beast

While a gasoline engine car with one kilowatt hours of energy spins three laps on an American football field, the electric car already manages 17 laps. The e-scooter, on the other hand, completes no less than 333 laps with the same amount of energy.

## PRACTICAL AND EASY

### The last mile done right

E-scooters can be easily folded up and used in combination with public transport. Thus they are the perfect solution for the «first and last mile» from your house to the train station or from the bus stop to the office.





## SECURITY

### Theft-proof

E-scooters are superior to bikes in many ways. They are lighter and therefore easier to carry, so they can be easily taken inside your home or office, where they are protected against theft.

## FUN

### The «wow machine»

No matter what age, people are fascinated the first moment they step on an e-scooter. The unexpected «Wow!» effect that most people probably experienced when they first drove a car is simply priceless.



# MICRO EXPLORER S

THE FIRST E-SCOOTER DESIGNED TO LAST  
5,000 KM OR MORE.



13.5 kg



Nom. 450 W / Max. 500 W



30 km



Twist throttle







EASY  
PARKING

# MICRO MERLIN

THE SPRINGLOADED LONG-DISTANCE RUNNER



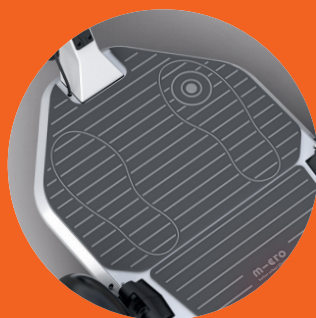




EASY  
PARKING

# GLADIATOR

THE POWERFUL MANEUVERING PRO FOR MAXIMUM  
SAFETY AND COMFORT



21 kg



Rated Power 450 W



60 km\*



Twist throttle



\*Two batteries (30 km + 30 km)





# SUCCESS STORY

**«Have you ever had the feeling that a distance is too far to walk but too close to get the car or even the bike out of the garage?»**

The same question occurred to Wim Ouboter on the way from his apartment in Zurich to his favourite sausage stand, the legendary Sternengrill. In search of a practical means of transport for the 1-kilometre-long microdistance, the Swiss entrepreneur invented the Micro Scooter. In his attempt to turn his vision of micro mobility into reality, there was only one problem: How to bring such a product onto the market with little money and no experience in this industry?

BIOGRAPHY  
BOOK

The «Micro Revolution Book» will be available in selected stores from September 2021.



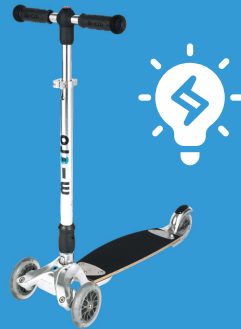


# «FROM KIDS' SCOOTER TO URBAN MOBILITY REVOLUTION»



## 1997

Wim wanted to work together with the car manufacturer Smart and place a Micro Scooter in every boot. Unfortunately, the project failed because the delivery of the city car was delayed due to technical problems.



## 1998

After the initial stumbling blocks with Smart, Wim found a suitable distribution partner in the sports brand K2. Together they brought the three-wheeled kickboard onto the market and celebrated huge sales success.



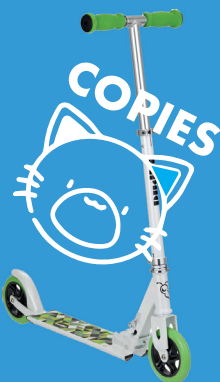
However, his distinct spirit of innovation quickly led Wim to a new idea: the three-wheeled kickboard. It should be easier to ride than a skateboard, but still convey the same cruiser feeling.



In 1997 Wim founded his own company, Micro Mobility Systems AG, with the proceeds from the kickboard sales. After that, his two-wheeled Micro Scooter also made the big breakthrough, with 80,000 of them sold daily, totalling more than 30 million in one year.

**OVER 30  
MIO. SALES**

Just a year later the business collapsed completely. The market was flooded with pirated copies. More than 500 factories copied Wim's Micro Scooter. A ruthless price war began.



**2001**

Wim's strategy: innovation. He developed the Mini Micro, a colourful version of the kickboard for children. Further innovations followed, and today Micro offers over 50 mobility products for children, teenagers and adults that are successfully distributed in over 80 countries.



**2013**

In 2013, Micro launched its first e-scooter, the emicro one. The compact and light electric scooter with motion control has won numerous awards.



**2015**

In 2015, Wim's sons, Oliver and Merlin, started the development of the electric city car Microlino. More than 18,000 reservations have already been made world-wide. Production starts 2021.



**2020**

In 2020, Micro launched a new e-scooter line. The valuable experience gained in the field of electromobility since the introduction of the first emicro one has made a significant contribution to the new product line.



# INNOVATION & COLLABORATIONS

**World market leadership is gained through innovation, not imitation!**

In order to always be one step ahead of the competition, every year we bring five to seven new products on the market. Today Micro offers over 50 different mobility vehicles for children, teenagers and adults and is the world market leader in the premium segment. Over the years we have won more than 70 awards.



**MICRO AIR HOPPER**

Bouncing ball with the fun of riding on wheels



**MINI MICRO DELUXE**

Bestselling kids scooter in the world





### **MICRO & BMW**

Lightest electric scooter on the market



**FENDI**  
ROMA

### **MICRO & FENDI**

Drawer open, toys in and off you go!



### **MICRO & PEUGEOT**

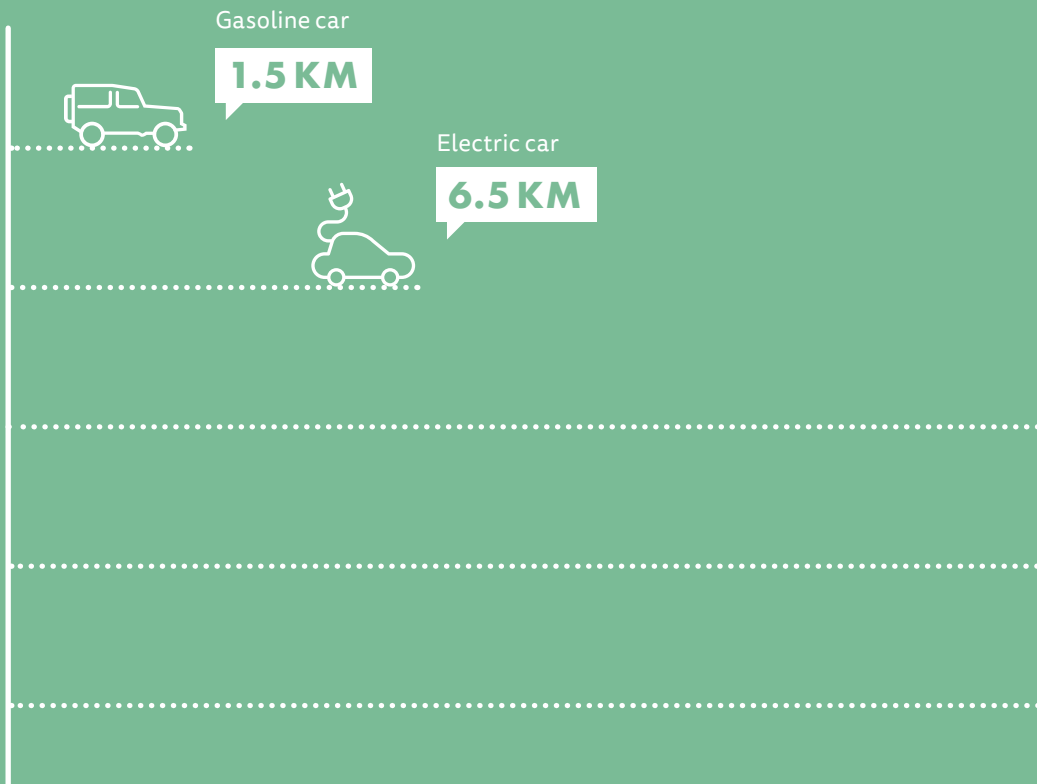
Electric scooter with kick assistance



### **MICRO & MERCEDES**

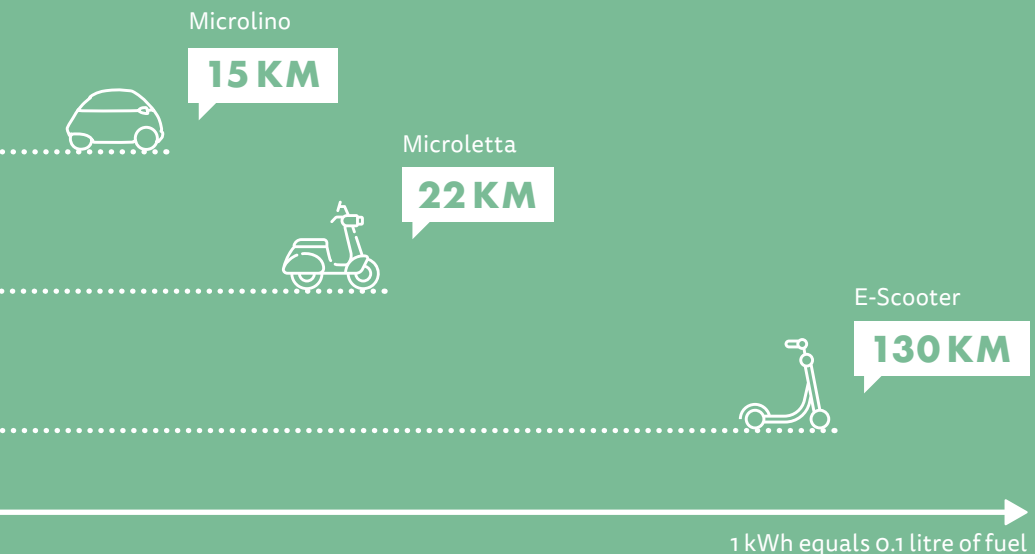
Mercedes-Benz' first E-Scooter

# MICRO MOBILITY IS SUSTAINABLE



# HOW FAR CAN YOU GO WITH 1 KWH?

Micro mobility is much more energy-efficient than other means of transport. With a Microlino you get 15 times as far than with a gasoline car with the same amount of energy. Taking an e-scooter instead of a car is even more impressive: 100 times more efficient!





MICROLINO

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# m-ero



@microlino\_official  
@microscooter\_official



Microlino  
Micro Mobility Worldwide



info@microlino-car.com



microlino-car.com  
micro-mobility.com