



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 500 kg** 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 200km 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 %

**90 % OF
TRIPS ARE
BELOW
35 KM**

70 %

60 %

50 %

40 %

30 %

20 %

10 %

0 %



0-10

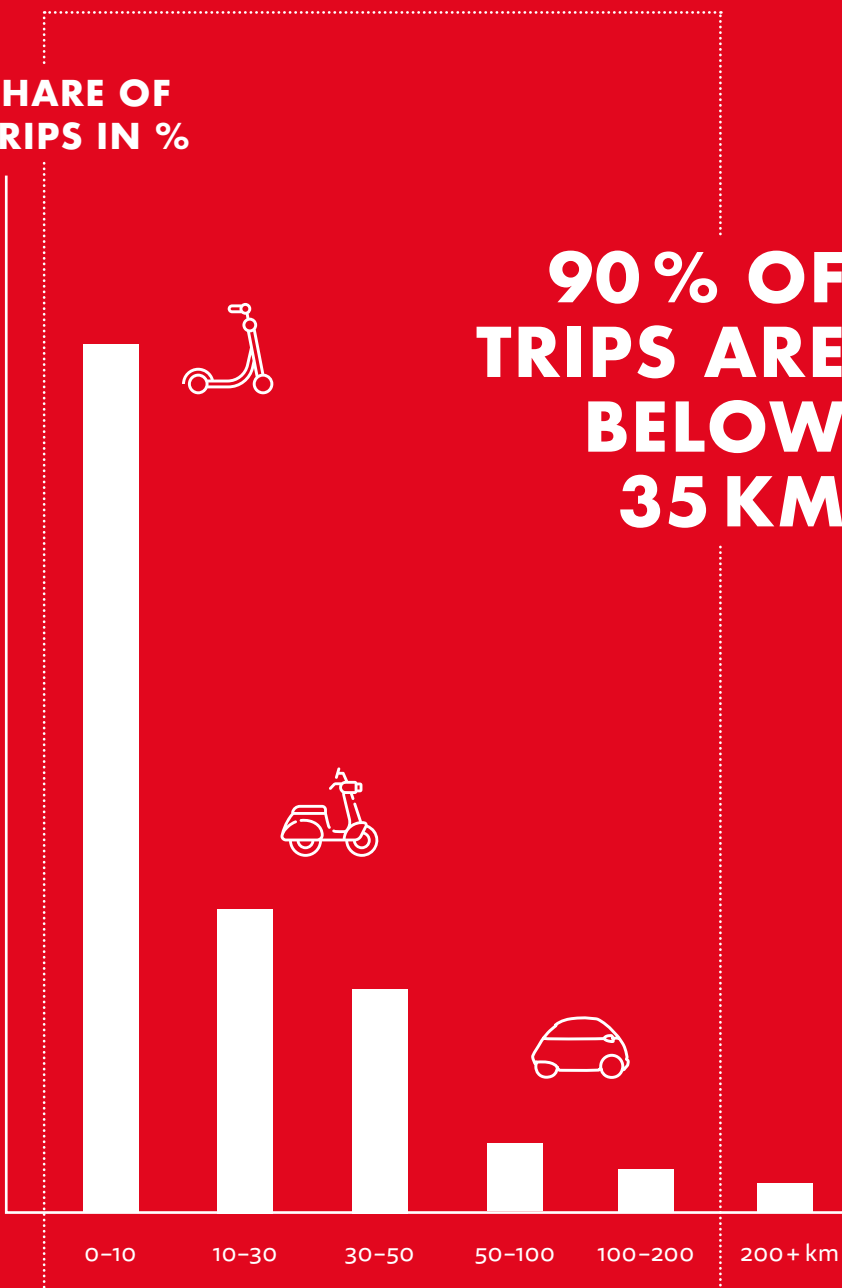
10-30

30-50

50-100

100-200

200+ km



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**

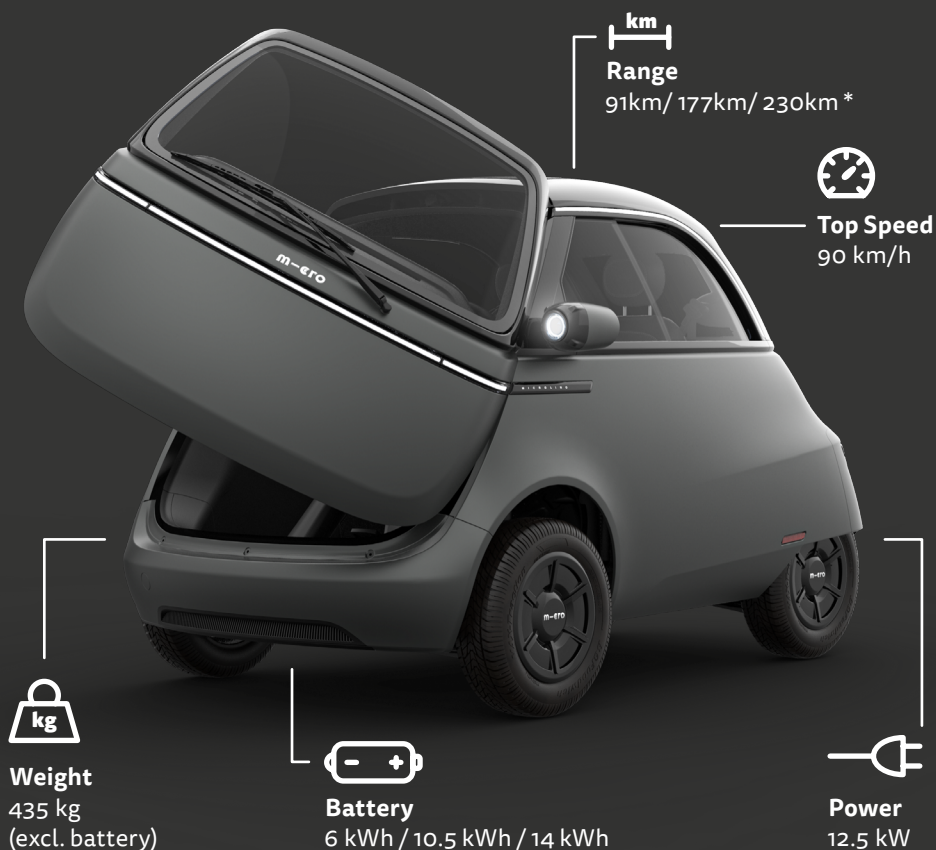


m-ero

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!

Order now: 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 sun-screen!

CHARGING

Charge me up

With the home charging cable the 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

-  Gotham Black Matt
-  London Green Matt
-  Berlin 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

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



INTERIORS

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



COUPE ROOF

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

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

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 stitchings.



SUN ROOF

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



Gotham
Black
Matt



London
Green
Matt



Berlin
Anthracite
Matt

EXTERIOR DETAILS

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

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 stitchings.

SUN ROOF

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







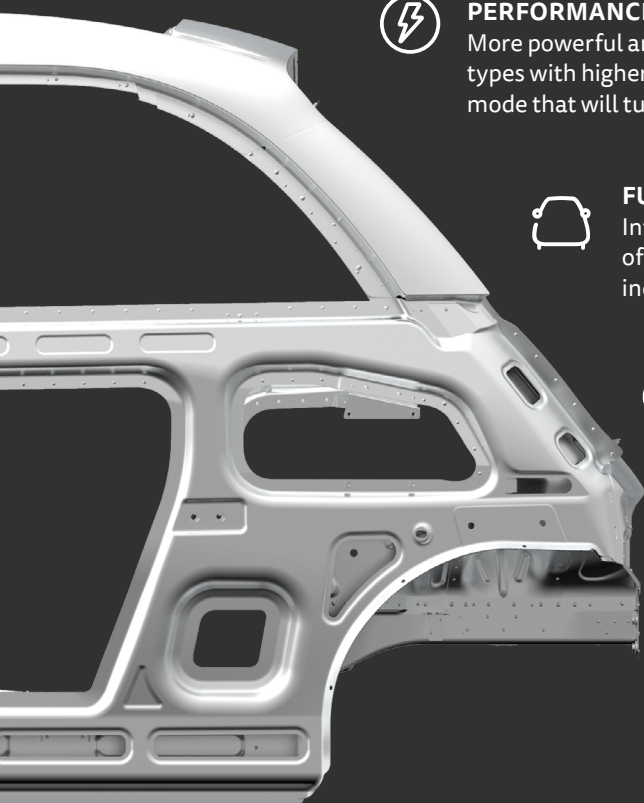
m-eyo

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

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

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) 3.5 h (Battery 10.5 kWh) 4.5 h (Battery 14 kWh)**
Type of battery	Lithium/Ion (NMC/NCA technology)

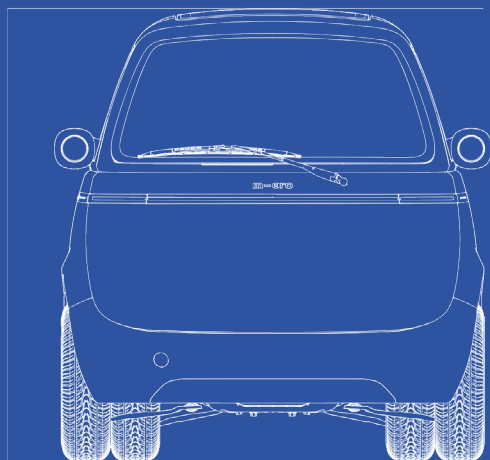
VARIOUS

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

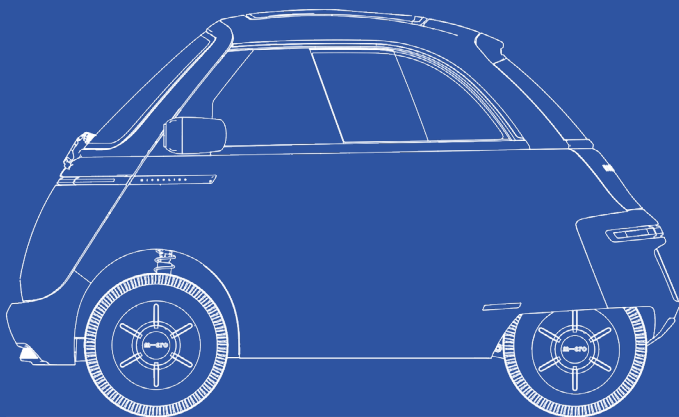
* Preliminary data

** Available 07/2022

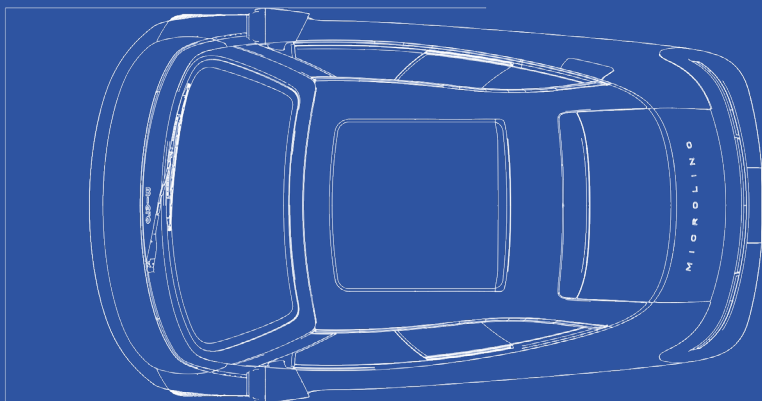
1501 mm



2519 mm



1473 mm



MADE IN ITALY

CECOMP: Microlino Production and Development Partner

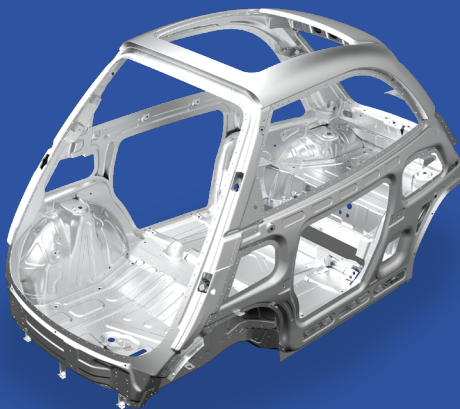
The Microlino will be produced in our facilities in Turin, Italy, together with the expertise of CECOMP. The Italian family company CECOMP has supported the development and industrialization of the new Microlino 2.0. The company was founded in 1978 by Giovanni Forneris and was involved as model and prototype 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



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

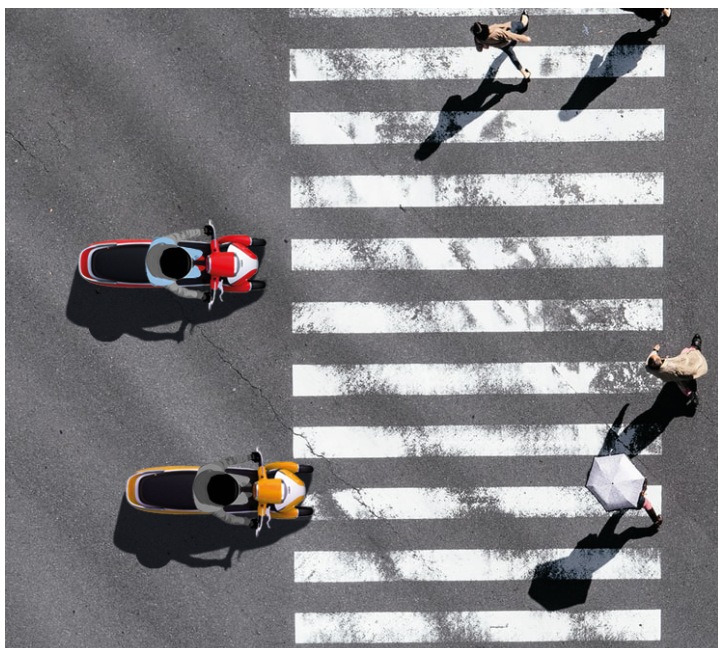
Swap it like it's hot

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.



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



Check out our brand video

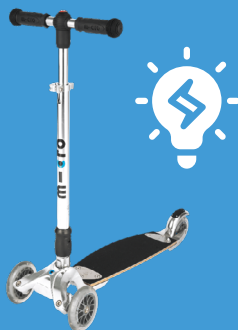


**«FROM KIDS'
SCOOTER TO URBAN
MOBILITY
REVOLUTION»**



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.

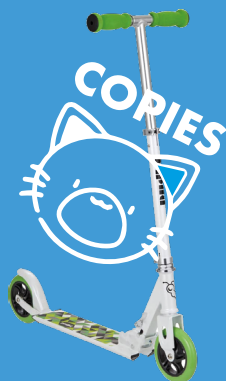


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In 1997 Wim founded his own company, Micro Mobility Systems AG, with the proceeds from the kickboard sales. After that, his two-wheeled Micro Scooter also made the big breakthrough, with 80,000 of them sold daily, totalling more than 30 million in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



MICRO & FENDI

Drawer open, toys in and off you go!



MICRO & PEUGEOT

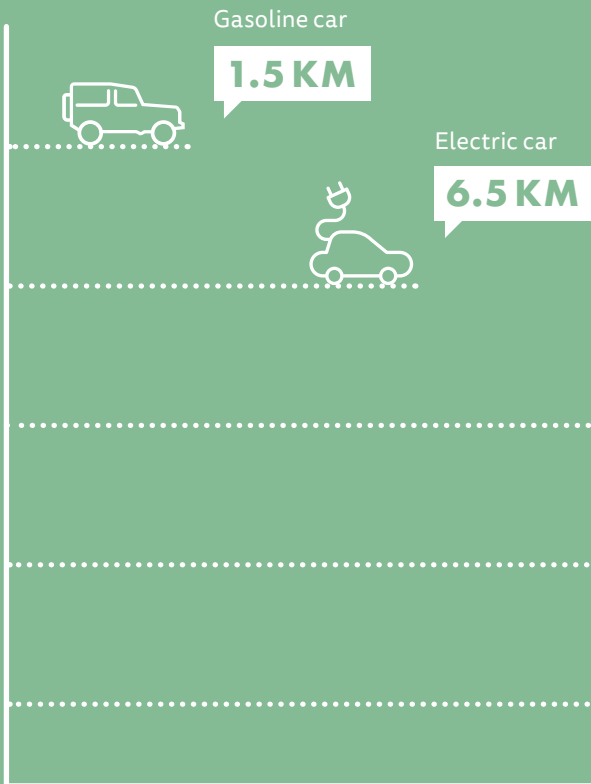
Electric scooter with kick assistance



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

15 KM

Microletta

22 KM

E-Scooter

130 KM

1 kWh equals 0.1 litre of fuel



MICROLINO

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@microlino_official
@microscooter_official



Microlino
Micro Mobility Worldwide



info@microlino-car.com



microlino-car.com
micro-mobility.com