



Media Information  
23 May 2019

## **Launch of the new BMW E-Scooter from autumn 2019: Cooperation with Micro Mobility Systems AG steps up a gear with the coolest way to go the final mile.**

**Munich.** A new trend is coming to the world of electric mobility this year: e-scooters. This is the smart form of everyday transport – and the reason why BMW Lifestyle will be expanding its compact city scooter range for young and old from September 2019. The launch of the pioneering BMW E-Scooter sees the BMW Group building on its successful cooperation with Micro (inventor of the Micro Scooter) with another compelling demonstration of innovative technology and high-quality design at work.

The new **BMW E-Scooter** will get its rider to their destination even more quickly, thanks to its range of twelve kilometres (7.5 miles) and 20 km/h (12 mph) top speed. Two separate braking systems and embedded front and rear lights provide the requisite safety on the road. And yet this lightweight scooter (it weighs just nine kilograms) still boasts the space-saving design of a city scooter and can be folded up very easily. The 150-watt motor and lithium-ion battery slip away almost out of sight into the footplate and rear wheel, making the new E-Scooter every inch the practical everyday companion. It takes just two hours to fully charge the E-Scooter's battery so it's ready to go again. Micro's matt-black colour design is the ideal match for the classical blue of the BMW propeller logo.

Created as part of the first collaboration between the BMW Group and Micro, the adjustable **BMW City Scooter** allows the rider to take it with them everywhere thanks to its triple-secured folding and locking mechanism. The low footplate with integrated kickstand and the large wheels offer excellent comfort on the commute to work. And with destination reached, the City Scooter can be parked away neatly in space-saving style.

The size-shifting **BMW Kids Scooter** makes an ideal set of wheels for even very small children. Little ones from three years old can use it for balancing practice, and the seat surface opens to reveal space for a selection of favourite toys. For youngsters aged up to twelve, the seat can be simply taken off and the height of the handlebars adjusted as the rider gets taller. The BMW Kids Scooter is available in Black / Orange and White / Raspberry Red.

All BMW scooters are available for purchase at selected BMW dealers. The BMW E-Scooter will be available starting from September 2019.

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### **Suggested retail price:**

#### **BMW Micro-Mobility**

BMW E-Scooter – 799,00 EUR

BMW City Scooter – 200,00 EUR

BMW Kids Scooter – 120,00 EUR

### **For further questions please contact:**

#### **BMW Group**

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#### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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