

Microline



m-ero



EDITORIAL

Currently there are a lot of companies developing electric cars. Many of them have impressive features such as fast acceleration, long range, or even autonomous driving capabilities.

But all of these companies forget one simple thing: **who needs all these extras for everyday mobility?** We asked ourselves this question and tried to come up with something better fitting the needs of today's urban population.

In 2019 we can finally put our vision of urban mobility on the road. **To all the pioneers who have supported the Microlino project over the past few months: we salute you!** Prepare for more smiles per mile than you have ever experienced, but with minimal environmental impact.



Oliver Ouboter



Merlin Ouboter

«GETTING MORE SMILES PER MILE»

BETTER URBAN LIFESTYLE

RETHINKING URBAN MOBILITY

When designing the Microlino, we thought about the density of cities nowadays. On average, a car is only occupied by **1.2 people and drives 35 km daily**. Driving a big car is like taking your luggage with you every day, although you are only travelling for a few days a year. Sounds stupid, right? This is why we realised that there is a need for a vehicle, which **combines the advantages of a motorbike with those of a car**. But not only does the Microlino combine the best of two worlds, it is also more eco-friendly: it needs approximately 60% less energy in production and usage, due to its light weight and fewer parts being used.

THE BIRTH OF AN ICON

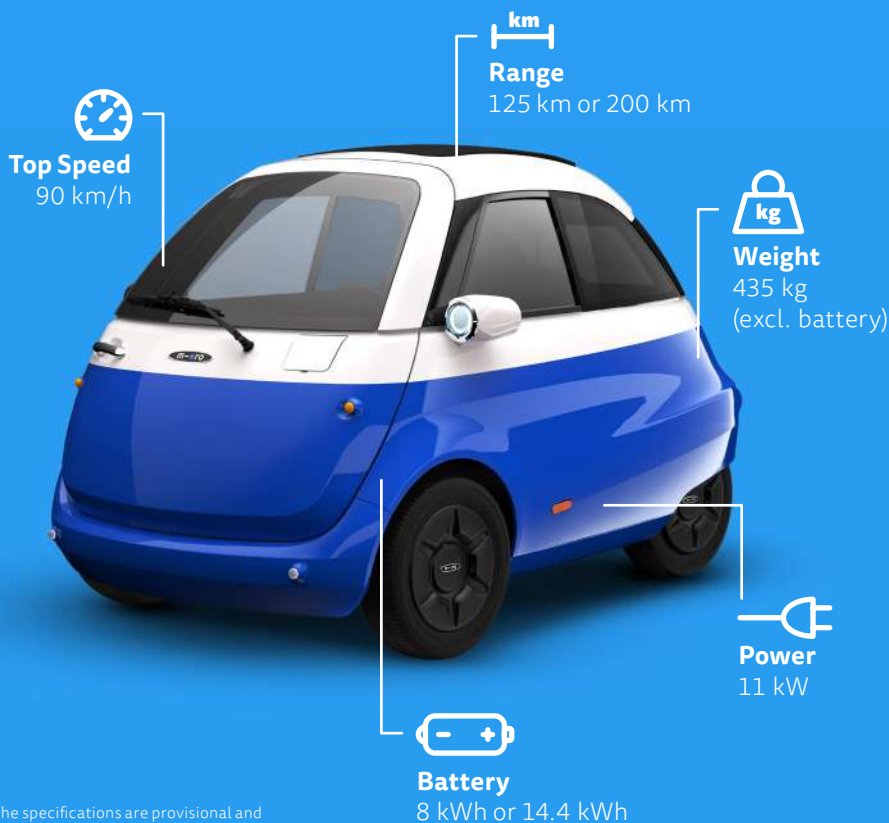
Designing such a small car like the Microlino was no easy task. For us it was important that when people look at the Microlino, they can't help but smile. We did not want the Microlino to cover the most miles per hour, but rather to **get the most smiles per mile**. So while you won't be faster than a Tesla in a drag race, you will certainly get more smiles. And who doesn't like making people happy?





THIS IS NOT A CAR!

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 two battery options and offers enough space for your groceries. **Let's go!**



The specifications are provisional and are subject to changes.



CONFIGURE YOUR MICROLINO





CONFIGURE YOURS NOW

www.microlino-car.com



EUR



0



600



600



600



600



600



600



600



Steel Rims 0 EUR

Wheel Caps 150 EUR



Standard Interior 0 EUR

Premium Interior 700 EUR



Standard Range 125 km 0 EUR

Long Range 200 km 2500 EUR



Townie Series 0 EUR

Urbanite Series 1000 EUR

Pioneer Series 1500 EUR



Base Price 12,000 EUR



CHOOSE YOUR COLOR

For us it has always been important to create the Microlino together with you. **This is why we let our social media fans decide, which colors they would like to see the Microlino in.** We received more than 4000 answers and these are the eight color combinations chosen by our community.

WHICH CITY ARE YOU?



VIENNA WHITE



GOTHAM BLACK



ZURICH BLUE



MILANO RED



AMSTERDAM ORANGE



PARIS MINT



LONDON GREY



BARCELONA BROWN

FEATURES



WHEELS

Steel Rims



WHEELS

Wheel Caps





INTERIOR Standard

Simple but nice: standard black interior with the following specifications:

- Adjustable seat
- Easy to clean material
- Central display showing all the information
- Bottle holder
- Side pockets for easy storage



INTERIOR Premium

A bit of luxury: eco-leather interior with the following specifications:

- Adjustable seat
- Eco-leather seat with white stitching
- Central display showing all the information
- Bottle holder
- Side pockets for easy storage

FEATURES

ACCESSORIES

Townie Series

The Townie Series is the standard version of the vehicle. It includes everything you need for your daily drive:

- Heating
- Ventilation system
- Sunroof
- Heated rear and front windscreen
- Bi-LED headlights
- Two USB-ports
- Charger for houseplug charging
- Sliding windows left and right
- Tinted glass



Urbanite Series

The Urbanite Series has all the features you need and a little bit more. It includes:

- Townie Series Features
- Bluetooth soundsystem
- Smartphone mount
- Original Micro Kickscooter integrated in the trunk
- LED ambient lighting
- Rubber floor mat

Pioneer Series

The Pioneer Edition is a limited special edition for the very first 500 Microlinos. Reservation holders who choose the Pioneer Series will be delivered prior to other reservation holders. The Pioneer Series includes:

- Townie Series Features
- Black stripe between the lights
- Pioneer Series Logo visible on the outside
- Each vehicle has a unique number (No. X/500)
- Limited edition Micro Kickscooter integrated in the trunk
- Bluetooth soundsystem
- Smartphone mount
- LED ambient lighting
- Rubber floormat

Deliveries for the Townie and Urbanite Series will start after deliveries of the first 500 Pioneer Series.







UPPER





PARKING

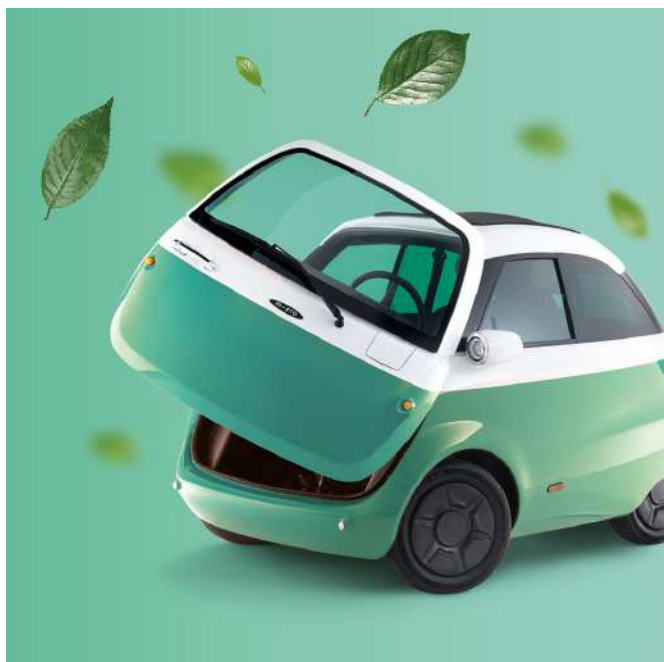
Cross-parking encouraged

At a mere 2.4m 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.





TRUNK

For shopaholics

With 300 liters of trunk volume, there is enough space for more beer than you can ever drink. Same goes for champagne... if that's what you prefer.

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 suncream!





CHARGING

Charge me up

The Microlino can be charged on a normal socket in just 4 hours, no special charging equipment required.

MAINTENANCE

We've got you covered

Our maintenance partner is Bosch in Switzerland. They have over 70 Service Stations all over country, just in case your Microlino needs a little help from the doctor. We are planning to expand this partnership to other countries as well.





INTERIOR

Less is more

Ever wonder what the different buttons are supposed to do in your car? Yeah, we didn't know, either. That is why we equipped the Microlino with the essentials: a comfortable seatbench for two people, a screen with all the necessary information and standard heating is all you need for your daily commute.

MICRO SCOOTER

The Last Mile done right

Integrated in every Microlino is one of our Micro Scooters, making the way from parking space to your destination more fun. Unfold it in one second and enjoy the ride!



TECHNICAL DATA

POWERTRAIN

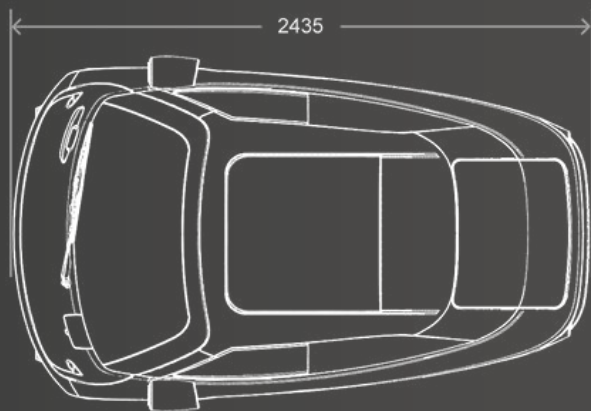
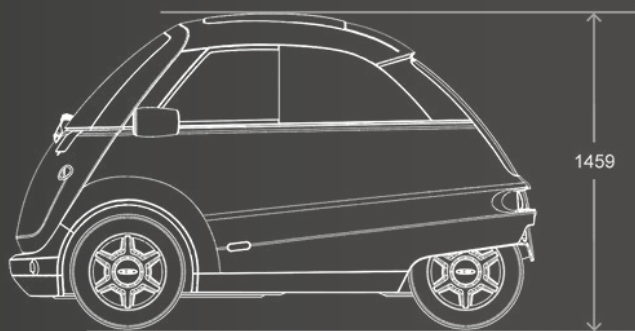
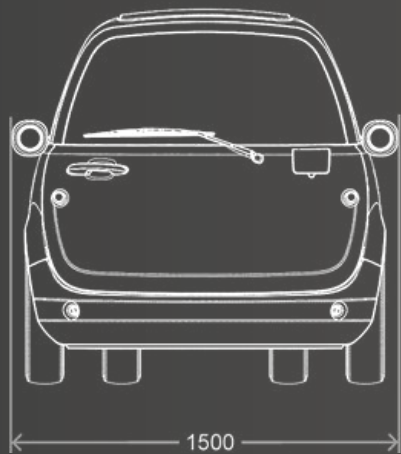
Max. Speed (km/h)	90 km/h (limited)
Acceleration 0 – 50 km/h (sec.)	5 s
Power (kW)	11 kW
Max. Torque (Nm)	110 Nm

BATTERY

Range (km)	125 km 200 km
Charging Time 0 – 80 % (h)	4 h (2 kW, Mode 1 or 2) 2 h (4 kW, Mode 1 or 2) 1 h (6 kW, Mode 2, Type 2)
Type of Battery	Lithium-Ion (LiFePO ₄)
Capacity (kWh)	8 kWh 14.4 kWh

VARIOUS

Curb Weight (kg)	435 kg (w/o battery and driver) 513 kg (with 8 kWh battery) 571 kg (with 14.4 kWh battery)
Seats	2
Trunk Volume (l)	300 l
Category	L7e
Heating	included



THE ORIGINAL SINCE 1999



BEHIND THE MICRO BRAND

It all began with a sausage – the best bratwurst in Zurich. Wim Ouboter had a craving but thought the ‘Sternen Grill’ was too far away to be reached on foot; however, it wasn’t far away enough to warrant getting the car or even the bicycle out of the garage. Without further ado, he invented the very first kickboard in 1997.

Its popularity among the kids led his wife Janine to recognise the potential in this innovation and urge Wim to put the kickboard into production. He then immediately produced the two wheeled **Micro Scooter also known as Razor Scooter** as a variation on this theme – an innovation which exploded on the market in the year 2000 like a bombshell. **Every day, more than 80’000 Micro Scooters were sold worldwide.**

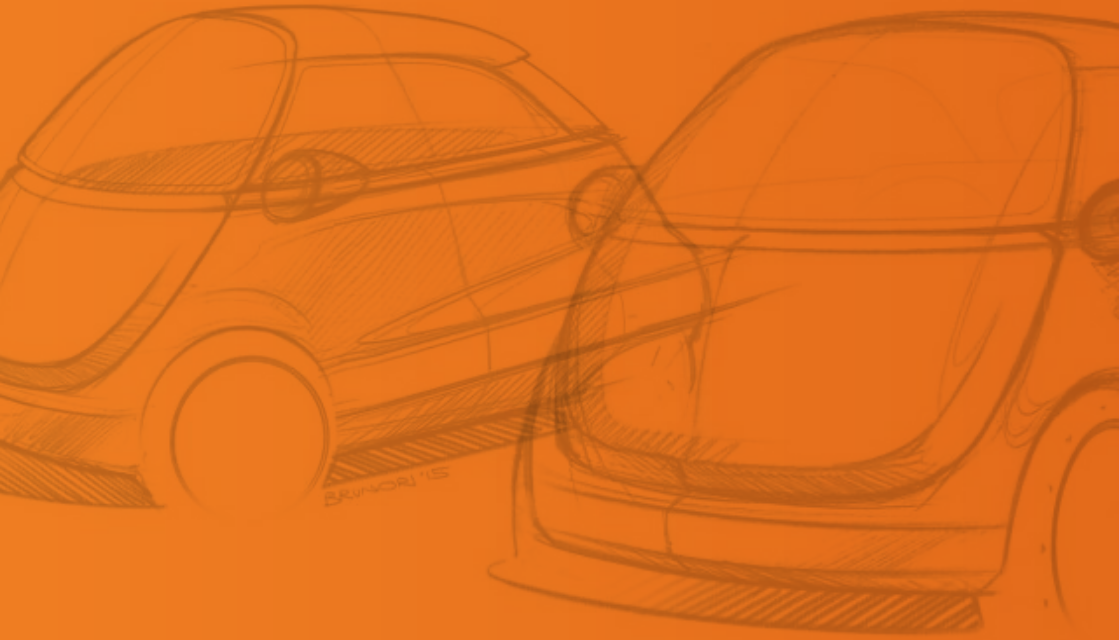
The inevitable happened, and soon **the market was flooded with copies** of the Micro Scooter and Kickboard. This led to a complete market collapse due to the price pressure caused by cheap imitations. «It was more important to look to the future and **concentrate on the rigorous further development of our products.**» This ambition has paid off, as **Micro is today once again the unchallenged market leader** with representation in 80 countries around the world.

**«VISIONS ARE USELESS
IF THEY DON’T BECOME
A REALITY.»**

Wim Ouboter | Founder of Micro Mobility Systems

In the last couple of years, Micro has made a lasting impact on the **development of urban mobility**, with revolutionary innovations like the Micro Luggage, a suitcase with a folding Kickboard or the emicro one, probably the lightest electric scooter on the market. The latest coup is the **Microlino**, the mini-car that represents Ouboter’s vision of a better urban lifestyle.

THE STORY



HOW IT ALL BEGAN

Driven by the vision to create the ideal city vehicle, the first design drafts were made in 2015. The goal was to create a vehicle, which was inspired by the bubble cars from the 50ies, but with modern design and technology. In addition, it **should be eco-friendly in production and during usage.**

In collaboration with the university ZHAW and Designwerk, we conducted several studies in order to **find the ideal balance between the advantages of a motorbike and a car.** As we were satisfied with it, we wanted to make the next step: build a prototype



FIRST PROTOTYPE

We decided to go to China in order to create the **first prototype** based on our new design, which was built between August 2015 and January 2016. It was then presented to the public for the first time at the **Geneva Motor Show 2016**. This generated over 200 million media contacts and within a week we received more than 500 reservations. In total, over **14,000 reservations** have been placed since February 2016.

FROM IDEA TO REALITY

The next step was finding an experienced partner to help us with the development and production of the vehicle. We joined forces with Tazzari, an Italian electric car manufacturer with ten years of experience.

After having passed all tests ensuring that the Microlino is street-legal and receiving more than 10,000 reservations, the Microlino is ready for mass production in 2019/20.

First we will open up the market for our **Swiss and German** customers. Other countries will follow soon thereafter.

FOLLOW OUR JOURNEY



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