

Biennale 1.618: Ujet revolutionizes urban mobility with its design and technology -led scooter

- *Ujet presents its premium scooter in Paris to give city-lovers the freedom to explore their streets in a smart, stylish and sustainable way*
- *Ujet's first product redefines standards of urban mobility and will be present exclusively at the Biennale 1.618 opening*

Paris, May 31st 2018 - Ujet will introduce its first product, the [Ujet electric scooter](#), at the Biennale 1.618 opening in Paris on June 1st 2018. Designed from the ground up, the first-of-its-kind scooter combines refined design, exceptional practicality, smart connectivity and high performance materials typically found in the aerospace sector.

"Urban mobility shouldn't come at the cost of individuality and independence." said Hugues Despres, CEO Ujet International. "Ujet's scooter is a bold, design-led alternative to the any other scooter on the market. It is customizable to fit perfectly into your life and according to your style. It looks and feels like nothing else on the road today."

Travel shouldn't be a barrier to enjoyment and Ujet brings practicality, freedom and joy to it. The 100% electric scooter, thanks to advanced materials is lighter and can be quickly fold, so it occupies half of the space. It allows Parisians to go anywhere, anytime, in style - reducing city travel times and problem with parking. Its smart battery is safe, removeable and rollable. It can be charged from any socket, and is available in two sizes with an estimated range up to 70 km or 150 km

"With more of us than ever living in cities, it's never been more important to make urban environments a place in which people enjoy to live," continued Hugues Despres, CEO Ujet International. "Its compact size occupies much less space for driving and parking, and the portable battery eliminates the need for charging stations, giving urbantes the freedom to navigate their urban environments efficiently and effortlessly. And, with sustainability at the heart of our brand, Ujet has an important role to play in creating a better future."

In Ujet, the high performance and clean technologies are combined with the disruptive design. It was inspired by the organic shapes in nature, paired with contemporary architecture for inspiration. The asymmetrical and sculptural frame make the scooter look bold and the orbital wheel, used for the first time in mass production give it unique style.

The Ujet electric scooter is available in the Diamond or Curved shape, with a low or high seat and small or large battery, in six colors, including Concorde White, SoHo Grey, Piccadilly Blue, Uptown Black, Bel Air Blue, and Shibuya Gold – giving every city dweller the ability to enjoy the urban mobility experience, the freedom to travel with distinctiveness, and to express themselves individually in a crowded area.

The Ujet scooter is also a smart connected device that turns the streets into a social network. The Ujet app allows to fully control and monitor the scooter with the smartphone, but also sharing it with friends and family, exchanging multimedia, receiving step-by-step directions to where it is parked. Additionally, a personalized touch interface provides easy access to navigation, voice control, music streaming, telephony functions, and the front-facing HD camera, which can take video that can be later downloaded and transferred.

Ujet plans to launch in additional cities across Europe in the coming months, starting with Milan, Barcelona, Luxembourg and Monaco. The price for the Ujet electric scooter will be targeted at around 8,690 EUR for the small battery, and 9,890 EUR for the large battery*. Reservations are now open at www.ujet.com.

[1] "The World's Cities in 2016 – Data Booklet (ST/ESA/ SER.A/392)," United Nations, Department of Economic and Social Affairs, Population Division (2016).

* Prices may vary according to specification.