



Ujet is set to redefine the way city-loving Parisians think about travel as it showcases the world's most advanced electric scooter at Le Bon Marché Christmas Preview

- *Ujet's first product redefines standards of urban mobility*
- *Ujet combines advanced technologies with design giving city-loving Parisians the freedom to explore their streets in a smart, stylish and sustainable way*
- *This unique electric scooter will be in-store between 27 October and 31 December 2018 for visitors to experience a first-look, book test rides and buy from Le Bon Marché, ahead of its Spring 2019 European launch*

Paris, 20th September 2018 - Ujet will showcase its pioneering [electric scooter](#) at Le Bon Marché from 27 October and 31 December 2018, giving Parisians a first look at the product in time for inclusion in their Christmas wish-list and ahead of its Spring 2019 European launch.

"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. Our products and services balance beautiful, high-tech engineering with elegance, simplicity and smart storage. 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."

This first-of-its-kind scooter combines refined design, exceptional practicality, smart connectivity and high-performance materials to deliver an exceptional scooter developed with the city-loving consumer in mind. A range of scooters will be available to view, test-ride and purchase from Le Bon Marché between 27 October and 31 December 2018.

"Finding solutions to urban mobility challenges sits at the core of our company DNA and our mission is to empower riders to get more out of their cities and live their lives to the full. That is why, we decided to partner with the iconic department store, Le Bon Marché. We know that Parisians will look to Le Bon Marché for perfect and unique Christmas gifts, and there they will discover Ujet in exceptional, festive scenography" - added Despres.

The Ujet scooter is a smart connected device. The Ujet app allows the rider to fully control and monitor the scooter with their smartphone, which includes the ability to receive step-by-step directions to where it is parked or to share its location with friends and family. A 7" touch screen interface also provides easy access to navigation, music playback, telephony functions, and the front-facing HD camera, which can take video that will be available also on the connected to Ujet smartphone.

Ujet will be available across Europe in 2019, starting with Paris, Milan, Barcelona, Luxembourg and Monaco in the Spring.

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 express themselves and the freedom to travel with distinctiveness. All will be available for purchase from Bon Marche. The price for the Ujet electric scooter starts at around 8,690 EUR for the small battery, and 9,890 EUR for the large battery*.

The first accessories for the electric scooter will be also available from Le Bon Marché, including a helmet and leather gloves. The Ujet helmet offers leading-class protection and safety, while incorporating the Ujet’s unique style. Available in the same six colors as the scooter, the helmet can accommodate standard hands-free communication and includes a special Ujet microphone with speakers.

The stylish Ujet touch-screen gloves, made from real leather and available in two styles and different sizes for both men and women, offer users increased protection and warmth.



NOTES TO EDITOR:

About Ujet: Founded in 2015 Ujet Group is a high-tech company with the ambition to reimagine urban mobility and living around the world. Ujet leverages its expertise in materials sciences, clean technology, connectivity and elegant design to create pioneering mobility solutions that respond to people’s aspiration for a better life in cities; today and tomorrow. With a design center in Germany and state of the art assembly plant in Luxembourg, Ujet Group employs more than 50 professionals from diverse backgrounds who are working to realise the company's vision: to provide game changing solutions and services to the evolving and engaged city dwellers today and tomorrow.

Find out more at www.ujet.com

Media Contact:

Margot Wesolowska
Ujet PR Manager
Phone (M): +352 661 998 071
Phone (O): +352 203 017 44 - 37
margot.wesolowska@ujet.lu

[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.