

Microline





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 2018 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.

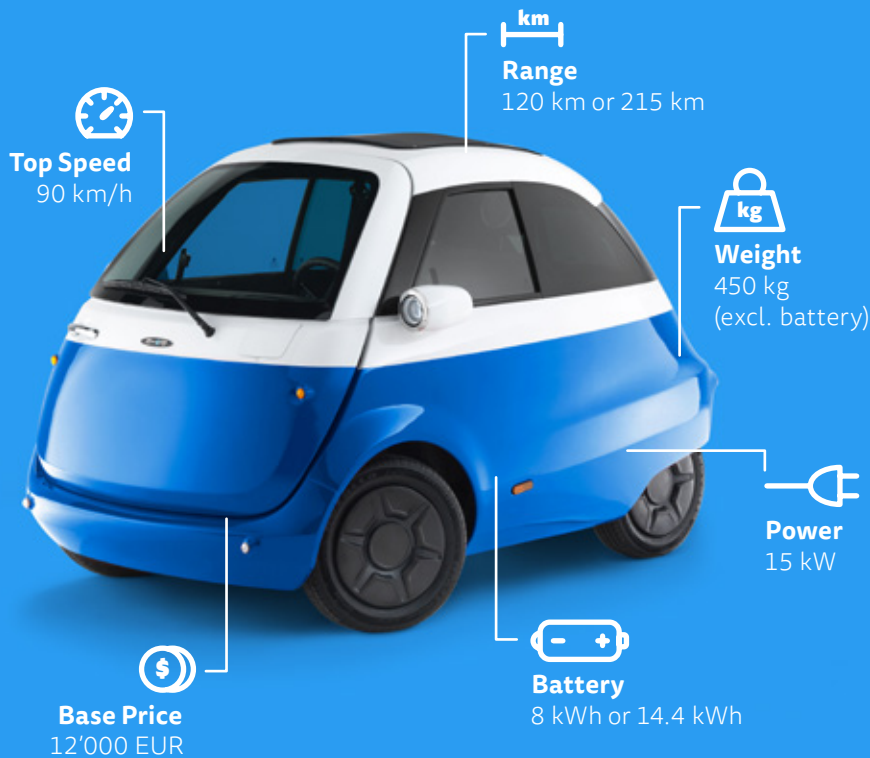
THE BIRTH OF AN ICON

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!**



RESERVE YOURS NOW

www.microlino-car.com

The specifications are provisional and are subject to changes.



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 4'000 answers and these are the eight color combinations chosen by our community.

WHICH CITY ARE YOU?



ZURICH BLUE



MILANO RED



AMSTERDAM ORANGE



PARIS MINT



VIENNA WHITE



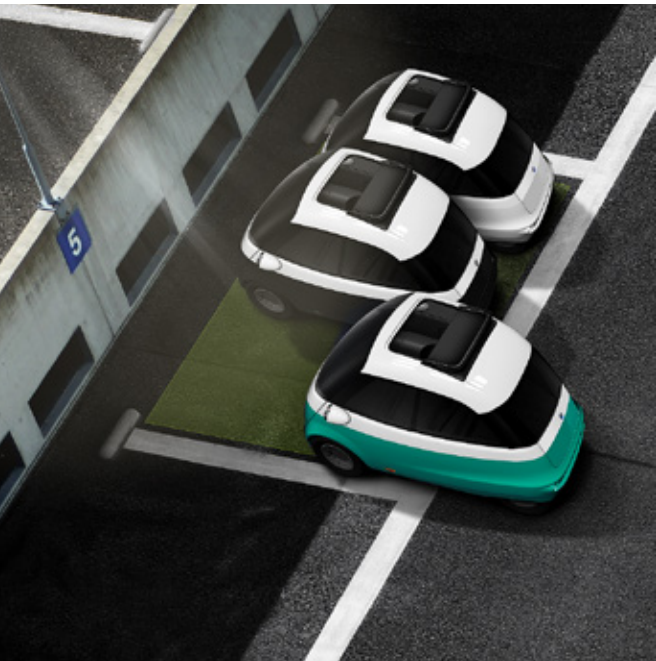
GOTHAM BLACK



LONDON GREY



BARCELONA BROWN



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.



TRUNK

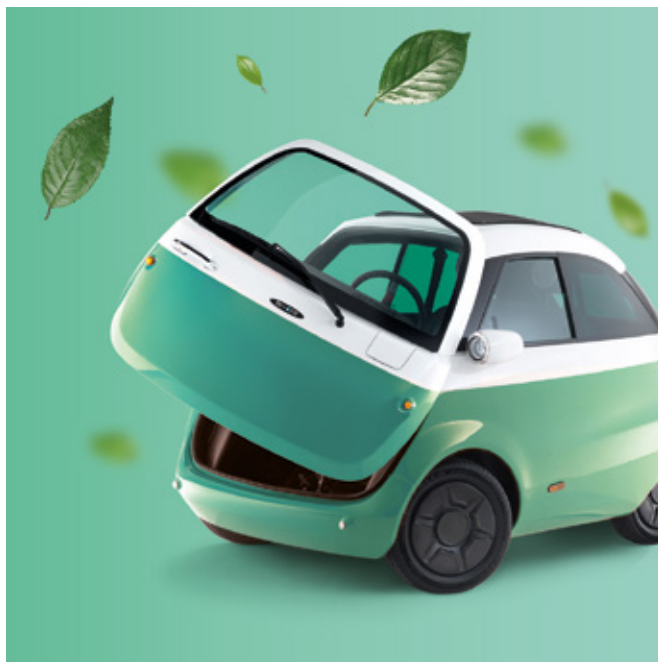
For shopaholics

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.

ECO-FRIENDLINESS

60% less energy waste

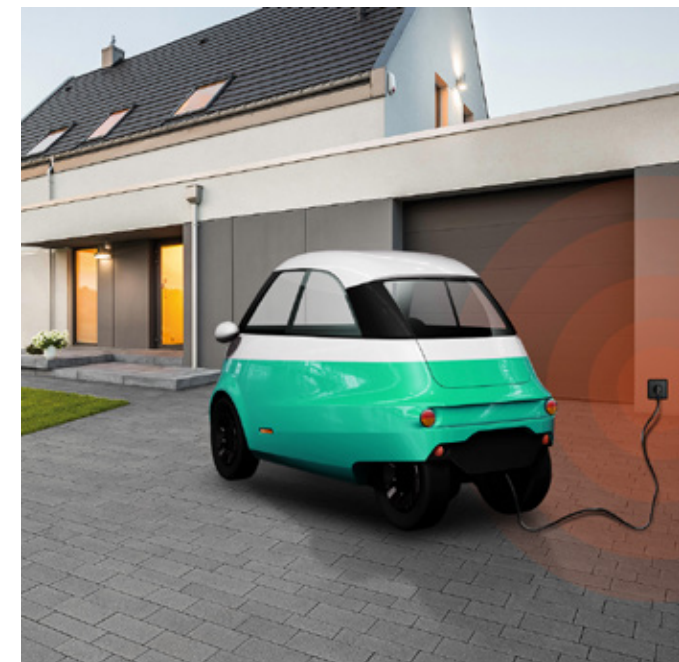
Because of its light weight, the Microlino uses about 60% less energy for production and usage than a normal electric car. Don't even get us started on how big the difference is compared to a huge gas-guzzling SUV.



CHARGING

Charge me up

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





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 sunscreen!



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.

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.



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

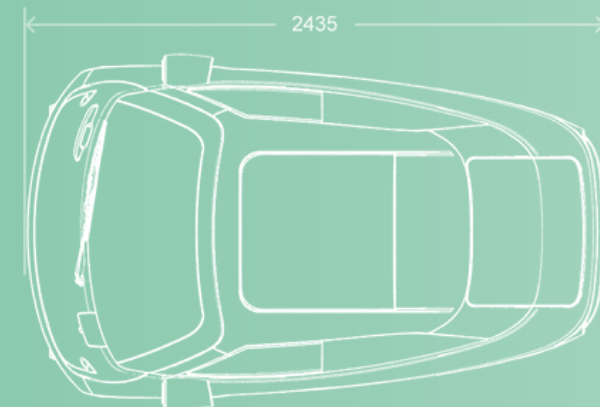
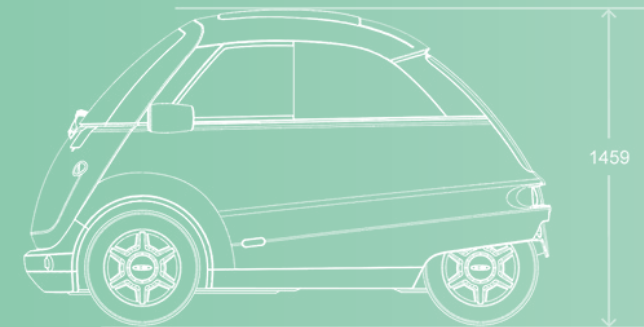
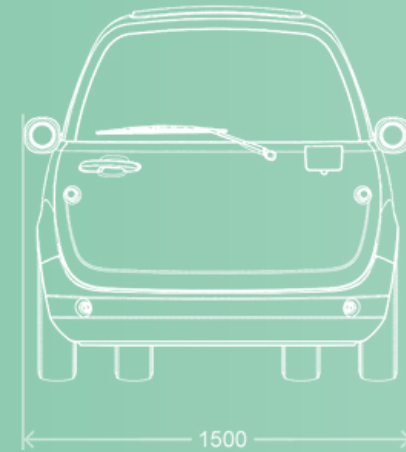
Max. Speed (km/h)	90 km/h (limited)
Acceleration 0 – 50 km/h (sec.)	5 s
Power (kW)	15 kW
Max. Torque (Nm)	110 Nm

BATTERY

Range (km)	120 km 215 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 (LiFePO4)
Capacity (kWh)	8 kWh 14.4 kWh

VARIOUS

Curb Weight (kg)	450 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** 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.**

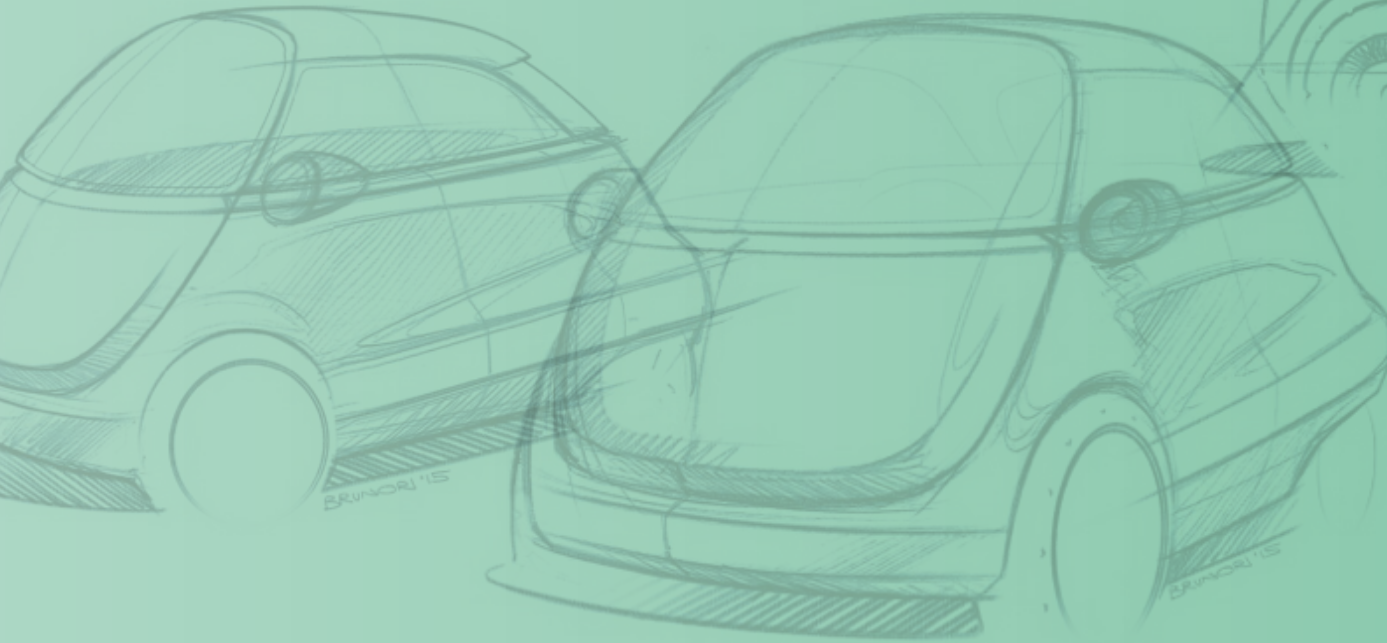
The inevitable happened, and soon **the market was flooded with copies** of the Micro Scooter and Kickboard. This led to a complete market collapse due to the price pressure caused by cheap imitations. «It was more important to look to the future and **concentrate on the rigorous further development 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



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 **5'400 reservations** have been placed since February 2016.

HOW IT ALL BEGAN

After discovering the old concept of the **ISO Isetta** from the 1950ies, we were determined to bring it to life again. In collaboration with the university ZHAW and Designwerk, we conducted several studies on the necessary adjustments to **transform this design of the past into a car for the future**. For testing purposes, we electrified an old Isetta (the German version of the car) to analyse our results and get the feeling for such a small car. From all the **positive reactions** and excitement from people on the street, **we knew that this project had to be further developed**.

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. They will focus on all technical aspects of the car and production, while we are responsible for the design, marketing and distribution. **Production will begin in the middle of 2018 at the Tazzari factory in Italy**.

Our initial focus will be on the **European market**, but we plan to enter others soon thereafter by **granting licenses to manufacturers** outside of Europe. This means allowing assembly and distribution to be organised in the respective countries. **This licensing system ensures local jobs, avoids high import duties (e.g., in Brazil) and reduces CO2 emissions** as a result of shorter transportation routes.

START OF PRODUCTION

On January 24th 2018 we showed the world what we have been working on since the start of our cooperation with Tazzari in 2016. **More than 400 Microlino fans came to our unveiling event in Zurich and thousands watched it live on Facebook.**

What we presented was not just another prototype. We call it a pre-series vehicle, **since it uses almost all the same parts as the series vehicle will.** It was a long way from the prototype to the pre-series Microlino, as we needed to not only adapt the vehicle to all the regulations, but also make sure that we could achieve our target price.

It amazed us how many people loved our pre-series vehicles and our team will do everything in their power to make the Microlino dream a reality. **We expect the first Microlinos to be delivered by summer of 2018, starting in Zurich.**





JOINT VENTURE WITH TAZZARI

In April 2016 we entered a joint venture with the **Italian car manufacturer Tazzari**. They are responsible for all the technical aspects of the Microlino, as well as the production in Italy. The company was **founded in 1963 by Giorgio Tazzari**, who started out by supplying complex aluminium sand casting parts to big automotive and motorcycle companies. In 2005 Erik Tazzari, then 23 years young, became President of the Tazzari Group.

He was always **fascinated by electric cars** and wondered why there was no affordable vehicle like this on the market yet. So in 2006 he decided to change that. Erik Tazzari's objective was to create an electric city car with **outstanding technical features**. He has profited from extensive internal know-how for high-tech parts and used that to bring his vision to life.

After three years of development, the Tazzari ZERO was presented in 2009. It was the **first and only electric car designed, developed and produced in Italy**. This means that Erik Tazzari has more experience than Elon Musk, when it comes to developing electric cars. Since then, **thousands of Tazzari ZERO have been sold** all over the world. In 2016, ten years after the birth of the Tazzari ZERO project, the range was renewed with four new electric cars, all of them meant for use in big cities. The cars, including the Microlino, will be produced according to the highest quality standards in the heart of the **Motor Valley in Imola, Italy**.

«MORE EXPERIENCE THAN ELON MUSK»

FOLLOW OUR JOURNEY



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