

## Corporate News

### **GOVECS starts new 'HappyScooter' Retail Platform**

- Launch of the [www.happyscooter.com](http://www.happyscooter.com) online store during INTERMOT, Germany's most important motorcycle trade-fair
- Comprehensive product offering of e-scooters and selected accessories available online
- Strategic concentration of the sales activities in the European B2C market, as an integral part of the growth strategy
- The next step is B2C market entry in the Netherlands

**Munich, 2 October 2018 – GOVECS AG ('GOVECS'), leading manufacturer of e-scooters in Europe, continues to ramp up its expansion with its own HappyScooter retail platform. At the INTERMOT, Germany's largest and most important trade fair for motorbikes and scooters, the Munich-based manufacturer of high-performance e-scooters celebrates the launch of the first online platform exclusively for e-scooters. With this important strategic step, GOVECS consolidates its entire sales activities in the dynamically growing B2C market. The medium-term goal is for HappyScooter to become Europe's leading platform for e-scooters. The next move is the market entry into the B2C segment in the Netherlands; this is projected to take place before the end of Q4 2018.**

Thomas Grübel, GOVECS founder and CEO, comments as follows: "By launching the HappyScooter platform we are offering our customers the latest e-scooters at a one-stop shop . Putting into practice the slogan 'My Style is Smile', discerning scooter users will also find an attractive selection of complementary accessories and lifestyle items."

With a configurator that is intuitive to use, interested customers can individually set up and fit out the GOVECS electric "Schwalbe" with its unmistakable design on [www.happyscooter.com](http://www.happyscooter.com). With only a few clicks customers can now also order the models of the GO! series as well as the ELMOTO scooters. The product range also includes accessories such as exclusive "Schwalbe"-jet helmets, the TOM TOM VIO navigation device, or the "Headwave" helmet sound system, developed by a Berlin-based start-up.

"Via the HappyScooter retail platform we enable users to access high-calibre products for modern urban mobility in a fast, uncomplicated way. This is where our customers find their individualized e-scooter that ideally fits their personal mobility needs and their budget. This online platform is flanked by classic offline stores. After the two store openings in Berlin and Stuttgart, another five store openings are planned in Europe for 2019," Grübel emphasises.

The HappyScooter online store seamlessly links into the offline touchpoint concept, successfully tried-out in Berlin and Stuttgart. As a direct sales channel to the end customer, the platform functions as a crucial integral element in GOVECS' strategy of sustainable growth. The offline stores supplement the online offering, providing test rides, for instance, as well as an extensive consultation on the individual customer's mobility requirements and on attractive financing options, such as salary-conversion models in certain cases.

GOVECS will be present at INTERMOT with a HappyScooter booth (Hall 6, Stand C48) and showcase the latest products. These include the motorcycle version of the Schwalbe (L3e version), the newly developed ELMOTO HR-4 and the app-scooter Elly.

## Corporate News

### **About GOVECS:**

The GOVECS Group is the leading manufacturer of electric scooters in Europe and is developing future-oriented solutions for urban mobility. The Company's success is based on high-quality "Made in Europe" products for international vehicle sharing platforms and on custom-made designs for the rapidly growing merchandise delivery segment. GOVECS is selling electric scooters and accessories to the high-growth private customer segment via its own HappyScooter e-commerce platform. The GOVECS product range currently includes the e-scooters of the *Schwalbe*, GO! S, ELMOTO and GO! T brands.

[www.govecsgroup.com](http://www.govecsgroup.com)

### **Contacts for media enquiries:**

GOVECS AG, Daniele Cesca, [dcesca@govecs.com](mailto:dcesca@govecs.com), +49 89 411 09 77 15

Kirchhoff Consult AG, Nicole Schüttforth, [nicole.schuettforth@kirchhoff.de](mailto:nicole.schuettforth@kirchhoff.de), +49 40 60 91 86 64