



THE STORIES 2016



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EDITORIAL

Micro Mobility Systems AG was founded in 1996 in Küssnacht near Zurich and, with its trademark micro®, is the global market leader in the manufacture of scooters and kickboards®. These light, agile scooters triggered an absolute boom at the end of the 1990s and are today sold in over 3,000 outlets in 80 countries. Under the management of Wim Ouboter the company develops and produces a wide range of products for children, young people, adults and the Swiss Army. These products all have one thing in common - the quality to master short distances in as uncomplicated and sporting a fashion as possible.

WE ARE MOBILITY



STORY

MICRO

TIMELINE
1997-2017





MICRO SCOOTER DESIGN CLASSICS

The original Micro Scooter from 1999 is already considered a Swiss design classic. Remodelled in 2015, the Museum of Design in Zurich exhibits all of the design classics in an imposing display. Two Micro products are in the exhibition and feature impressively with image and text in the book "100 Years of Swiss Design". Through nominations of this kind, Micro products become timeless classics. We continue to strive to design and develop products that will also meet this challenge in the future.

ALREADY A CLASSIC
WIM OUBOTER IN THE MUSEUM OF DESIGN ZÜRICH



MICRO MOVES THE TOMATO COMPANY

Zurich-Küsnacht, 05 June 2015. There is one thing we have in common: Total dedication towards our product. But there is even more that connects us with one of the largest tomato factories in the Netherlands. And that is because we move the employees of "the Tomato Company" from one place to another, day after day. Not personally, of course, but our scooters... They help the tomato factory to save a lot of time – but not just that.

We all know that using a scooter is fun. And it is obvious that happy employees deliver better performance. It has to be goal of any employee to combine fun and work. A customer of Vincent, our Micro Partner in the Netherlands, is combining the practical with the useful and has more than 30 of his employees use Mini Scooters to move around the kilometre-long greenhouses – distances they would otherwise have to walk. This means that the employees do not only arrive faster where they want to go, but they do so with a smile on their faces, and what more could a boss want?

The numbers are surprising us and make us proud: Each employee saves more than 20 minutes per day thanks to using his or her personal micro scooter black. For 30 employees, that adds up to 10 hours in ONE DAY, believe it or not, that are saved easily. This brilliant idea of the Vincent customers has been implemented for 5 years now, saving the boss up to 23,500 working minutes per employee in total! That equals 391 hours, almost 43 days per employee, which used to be lost to walking. Incredible, isn't it?

"What we are already using in our company would not only be sensible but also very helpful in other branches such as warehousing or on airports or in hotels and museums", says Jan van Marrewijk, owner of the Tomato Company. Have you heard similar stories in your country? Please tell them to us!! info@micro.ms
Your micro team
Link „the Tomato Company“: <http://www.tomatocompany.com/>



AWARD

AUSTRALIAN TOY FAIR AWARDS 2015

The Mini2Go won the prestigious ‚Specialty Award 2015‘ at the Australian Toy Fair Awards held in Melbourne, Australia. The mini2go is a next generation ride-on that converts to a scooter giving the ultimate in value, for age range 1-4 years.



THE GREATEST ZÜRICH PIONEERS SINCE 1900

60 PERSONALITIES WHO LIVED IN THE CANTON OF ZÜRICH AFTER 1900 AND, WITH THEIR IDEAS AND INITIATIVE, VENTURED INTO NEW TERRITORY.

Wim Ouboter is one of these 60 personalities, alongside Gottlieb Duttweiler, Max Bircher-Benner, Werner Kieser, Julius Maggi, Harald Naegeli, Dieter Meier, Boris Blank, Roger Schawinski, Andreas Vollenweider and Rolf Zinkernagel, to name just a few. The book by Beat Glogger is available from Lehrmittelverlag Zurich.

ZÜRICH PIONEERS
THE GREATEST ALSO INCLUDE MICRO FOUNDER WIM OUBOTER

MICRO SCOOTER KIDS DAY TEACHES SAFETY AND MAKES FUN

Micro Scooter Kids Days have been delighting children, teachers and parents for eight years and confirm to us that, with this wonderful activity in our workshops, we make an important contribution to the safety of our children on their way to and from school and in their free time. Each year, about 6,000 children benefit from the practical courses and then, with the aid of these rolling miracles -Micro scooters and kickboards - they ride to school and back home in greater safety. What could be better than the opportunity to experience enthusiastic children with sparkling eyes, brimming with energy at the MICRO SCOOTER KIDS DAY?

René Lauper, New Mobility Safety Projects Association, NMSP
Project Manager, MICRO SCOOTER KIDS DAY www.newmobility.ch

“That was the coolest morning since I’ve been going to school!”

“Thanks for showing me how to brake properly!”

“Will you come back tomorrow?”





25HOURS HOTEL ZÜRICH WEST

URBAN LODGING MEETS URBAN MOBILITY

25hours Hotel Zurich West is located in the district of the same name and has a lively mixture of vibrant colours, authentic local flair and a homely atmosphere. Embodying the hotel company's tongue-in-cheek humour, the 25hours Hotel Zurich West never takes itself too seriously and shows what the city has to offer other than banking, chocolate and watches. Gastronomically, the NENI restaurant seduces with Oriental cuisine. A well-stocked bar, live concerts and DJs daily round off the offer. To explore the City, Micro Scooters may be borrowed free of charge.



A TRIBUTE TO ENTREPRENEURSHIP

SUCCESSFUL STRATEGISTS HONOURED

On 23 October 2015, the Swiss business community impressively demonstrated its vitality. To great applause from over 300 guests, the winners of the EY Entrepreneur Of The Year™ 2015 were announced. Micro inventor and owner Wim Ouboter was also among the finalists and was acclaimed for his innovative, constantly growing company. Many congratulations!



MONTAGE & GRILLAGE

MONTAGE & GRILLAGE – BUILD YOUR OWN EMICRO

The first BYO (Build Your Own) emicro Workshop was held in Switzerland on 25th August 2015, with emicro fans from all over Switzerland gathering to assemble their own personal electric scooter, learn everything about the product and enjoy a tasty barbecue with the Micro team.

As the first Micro electric scooter and probably the most innovative of its kind anywhere in the world, stocks of the emicro one had already sold out soon after its market launch. However, the demand for the product continued to grow and, by the middle of the year, pretty much the only way anyone could acquire one of their own was to take part in the Montage & Grillage event and assemble their emicro with their own hands. It was the mix of early adopters and technology enthusiasts which made for an unforgettable, inspiring atmosphere at this event. Kern begrüßte. Following a warm reception from the Micro team, the crowd made directly for the workshop where



ACTIVATE. MOTIVATE. SENSITISE.

EVERY YEAR, UNDER THIS SLOGAN, THE EXERCISE PROJECT 'ROLLERKIDS' BRINGS A GREAT DEAL OF ENERGY TO GERMAN PLAYGROUNDS.

Roller blades and scooters, in particular, are at the centre of modern exercise programmes in which the number of children participating annually has already risen to over 60,000 in just three years.

The enthusiasm is immense. In trainer-led workshops, project days on the subject of 'Mobility and (Traffic) Safety' and action weeks with the so-called RollerKIDS Mobile, the children can really let off steam and learn a great deal at the same time. So, for example, in addition to a variety of movement tasks, the learning and station panels also include memorable tips for safe behaviour on the road. 'Micro Scooter Training', where a RollerKIDS coach leads a whole class through a programme with exciting exercises and fun games, is also a popular highlight. Finally, all the kids receive a scooter pass and suggestions for them to continue practicing on their own in their spare time.

„Thanks to the support of Micro Mobility, the ten RollerKIDS Mobile units we currently have are always best equipped with scooters and protectors. And only with high quality equipment is it possible for us to make the joy of movement a lasting experience for children,“ commends Madeleine Arndt of the sports agency CITY SKATE, which is responsible for the concept and nationwide implementation of RollerKIDS. She adds: „We are glad that, from the start, we have had a competent, reliable partner at our side in Micro, which focuses totally on children and young people and identifies one hundred percent with the objectives of RollerKIDS.“ RollerKIDS currently has a strong presence with bases in Hesse, northern Bavaria, Baden Wuerttemberg and North Rhine-Westphalia. Other bases are planned and will further optimise the availability of this experience-rich programme for schools.

Information about RollerKIDS is available at www.roller-kids.de.



MICRO FLAGSHIPSTORE KÜSNACHT

OUR STORE ON SEESTRASSE

For some time the entire range of Micro products has been available for viewing at our flagship store in Küsnacht. Directly on Seestrasse, it is easily accessible by car or train and offers ample parking. Our staff will provide you with expert advice and all the information you need about our models. Naturally, you can sample and test ride all our products. New to the store is our own freestyle department, which offers everything from stunt scooters to spare parts.
We are pleased to help you find the right Micro model for you.



DISPLAY GOES ELECTRIC

To give the emicro one the attention required for sales, a new shop display was specially developed for this scooter. The highlight is the luminous blue plug, which makes the hidden electricity visible from afar!
An attractive, eye-catching display.



MINI2GO WINS THE GOOD DESIGN™ AWARD FROM THE MUSEUM OF ARCHITECTURE AND DESIGN

GOOD DESIGN™ is the world's most renowned and oldest design award ever! The recognised award is organised by the Chicago Athenaeum Museum of Architecture and Design, in collaboration with the European Centre for Architecture, Art, Design and Urban Studies. Micro inventor Wim Ouboter can now be proud of this award for best product design. He won the award for the innovative Mini2Go (see product catalogue).
Congratulations!

THE FORCE AWAKENS ONLY WITH MICRO!

At the preview of the latest Star Wars film in France, the audience was quite amazed as the main characters rolled in on Micros. Wow, what an honour for us, thank you!



MICRO CELEBRITIES

NOT ONLY DO THE WARRIORS FROM STAR WARS LIKE OUR SCOOTERS. THERE IS A LONG LIST OF ILLUSTRIOUS MICRO CUSTOMERS!

David Beckham , Harper Beckham, Cruz Beckham | Hugh Jackman, Deborra-Lee Furness
Ava Jackman | Angelina Jolie & Family | Alessandra Ambrosio, Anja Ambrosio | Sarah Jessica Parker | James Broderick, Marion Broderick, Tabitha Broderick | Christian Bale, Sibi Blažič, Emmeline Bale | Gisele Bündchen, Benjamin Brady | Jamie Oliver | Will Smith, Jaden Smith | Lourdes Leon (Daughter of Madonna) | Kourtney Kardashian | Heidi Klum, Henry Samuel | Naomie Watts, Samuel Watts | Gwyneth Paltrow, Moses Martin | Matthew McConaughey, Levi Alves McConaughey | Katie Holmes, Suri Cruise | Michael Schumacher | Gwen Stefani, Zuma Rossdale | Kevin Spacey | Kate Hudson, Ryder Hudson | Samantha Cameron, David Cameron, Florence Cameron | Claudia Schiffer, Clementine Schiffer | Stella McCartney | Michelle Williams, Matilda Rose Ledger | Tori Spelling, Stella Doreen | Jason Segel, Mathilda Williams | Alyson Hannigan, Satyana Hannigan | Peter Dinklage | Karolína Kurková, Tobin Kurková | Caroline Fleming (Baroness of Denmark) | Alexander Fleming, Josephine Fleming | Anna Kurnikova | Danielle Spencer, Charlie Crowe | Kristie Allsopp | Julianne Moore | Amy Poehler | David Charvet & Family | Matthew Bellamy | Eva Herzigova, George Herzigova | Scott Disick, Mason Disick | Louis Smith | Marcia Cross | Gabriel Aubry | Boy Pakorn, Wan Mai



WIM OUBOTER ON TOP TEN INVENTORS LIST

Toy News Magazine has named Micro Inventor Wim Ouboter on the Top 10 Toy Inventors list. He's in great company, also on the list is LEGO inventor Ole Kirk Christiansen.

THE TOY INVENTORS' TOP TEN INVENTORS ARE AS FOLLOWS:

1. Ole Kirk Christiansen - LEGO founder
2. Frank Hornby - British inventor of Meccano, Hornby Model Railways and Dinky Toys
3. Erno Rubik - inventor of the world famous Rubik's cube
4. Richard James - the inventor of the Slinky
5. Ruth Handler - Handler, former president of Mattel, invented Barbie
6. Leslie Scott - British designer of over forty board games including the globally popular Jenga
7. Eddy Goldfarb - the American creator of the yakity-yak talking teeth
8. Walter Frederick Morrison - inventor of the Frisbee
9. Wim Ouboter - inventor of the Micro Scooter and Kickboard
10. Reiner Knizia - designer and publisher of over 500 games including Lord of the Rings



GOOD
DESIGN

Micro Inventor Wim Ouboter with his wife Janine & Dog Snoopy and his sons Oliver & Merlin



STORY
MICRO
THE FAMILY

BEHIND
THE BRAND

Because, for us, next generation does not apply to mobility alone, but also to the company in general: Oliver and Merlin Ouboter, the next generation, are already involved in the company.



WIM OUBOTER – I AM ESPECIALLY PROUD OF MY FAMILY

Despite great success and much hustle and bustle my first priority has always been my family. As the longstanding Chief Financial Officer, my wife Janine has played her part, and the company has even enriched our family life! Many interesting discussions at the family table have aroused the interest of my sons Oliver and Merlin in the company and its future. They don't just want to look on; after completing their education they also want to actively shape the future of the company!

My internship at Micro

I started my internship at Micro in autumn 2015, after completing my school leaving examination. Initially, I worked for two weeks at our flagship store in Goldbach, where I got to know all the procedures. At the same time, I was heavily involved in the new car project called Microlino. Among other things, I set up the Facebook page for the project. After about two months, this has about 10,000 "likes" and is growing continuously. But Micro's first participation at the "Who's Next" Fashion Fair in Paris was also exciting. This showed that our products are very well received in the fashion world. After the trade fair in Paris, I helped with the organisation of the stand at eCarTec and looked after the stand with two Micro employees.



In November, I flew to China together with Pascal Studerus, the product manager for the Microlino, to be present during the construction of the first prototype. During my time in China, I filmed the creation of the prototype and took part in decision-making on important issues.

I am very grateful and proud that I had the opportunity to be involved in so many exciting and interesting projects at Micro. I also learned a great deal - from the art of eating with chopsticks to solving complex engineering issues - and I am sure that, by the end of my internship, I will gain many more experiences.



THE NEXT SMALL THING

STORY

VISION

MICROLINO THE CAR

As a lateral thinker, visionary and pioneer, Wim Ouboter has remarketed the scooter worldwide and developed it into a lifestyle product

Micro Mobility Systems AG, Küssnacht

As a lateral thinker, visionary and pioneer, Wim Ouboter has remarketed the scooter worldwide and developed it into a lifestyle product, which is currently sold in 80 countries. More than 17 years of experience and longstanding relationships with China are ideal preconditions for starting another urban mobility vision "made in Switzerland". A story, new methods, simple techniques and a brand are required to successfully market a product. Swiss design and Swiss engineering are a reliable base and have helped the Micro company to steady growth. Joint ventures with K2, Samsonite, Peugeot and Armasuisse have demonstrated that Micro can build sustainable, cross-border networks.

1. Time to market

Our society is changing and the pressure on the cities is growing. New urban mobility concepts are sought. Switzerland could take on a leading role with the visionary concept of the Microlino in the category "Electric mobility as lightweight mobility". Lightweight mobility is still in its infancy and big car companies are approaching this topic only very slowly, or not at all.

2. Time to change

We rethink and develop solutions for Micro Mobility. Up to 15 electric motors in a car seat or the manufacturing costs of a BMW i8 Panamera Hybrid represent a complete waste of resources. Too much, too complex, and too expensive! Rethinking means considering the careful use of resources, even during manufacturing. At Micro, our motto is always: "reduced to the max!" This is



GAS

Inspired by the legendary, timeless design of an Italian cult car from the year 1956...

1956



ELECTRIC

... the Microlino is set to revolutionise urban mobility and become a modern design classic.
„In 1998, I created and developed the world of urban mobility with the Micro Scooter. Soon it will be a vehicle with 4 wheels, which will change our way of thinking about economic and sustainable mobility.“
Wim Ouboter, Founder & Owner

2016





From student to a dream job

The concept of our latest vision for urban Micro Mobility - the Microlino - was realised within the framework of several bachelor theses of the Zurich University of Applied Sciences (ZHAW). The aim was to understand the ideas and wishes of Micro founder Wim Ouboter and integrate these into the concept in a suitable form. I was fascinated by the project from the start, and this made it easy to work on it with a great deal of passion. So it happened that I got the opportunity to take over the project management of Microlino, to turn it from paper into reality, wow! From studying direct to the dream job. A few weeks later and I was already with our partner in China, where I look on as the first prototype takes shape from day to day.
Pascal Studerus, Project Manager Microlino Car



what we have consistently implemented when developing our new vehicles. The lightest motorised vehicle is already available; the emicro one (hybrid kick in cooperation with Peugeot). A world first that was admired in Paris by the French President (Sunday's "Blick" of 11 January 2015). At only 7.5 kg, a maximum speed of 25 km/h and a range of 12 km, the best evidence for simple but efficient mobility. Nicolas Hayek has already proved that, with a rethink towards simplicity, in combination with a brand and a lifestyle, sustainable world success is achievable. The Swatch was not technically brilliant, but simpler and cheaper to produce. Precisely how it has to be with our Microlino. But simple solutions are often hard to find and need time and money. Slow food, urban gardening and the sharing economy are already in vogue. What is still lacking in this modern society is a suitable vehicle for urban mobility. Whether in Kyoto or elsewhere, none of the agreements and discussions deliver the urgently needed solutions. It requires the implementation of already existing ideas. The courage to take this step and not the fear of failure. Prototypes not words! See latest video: www.microlino.ch

"The future is simple, the future is now"



Werkstatt | Designwerk

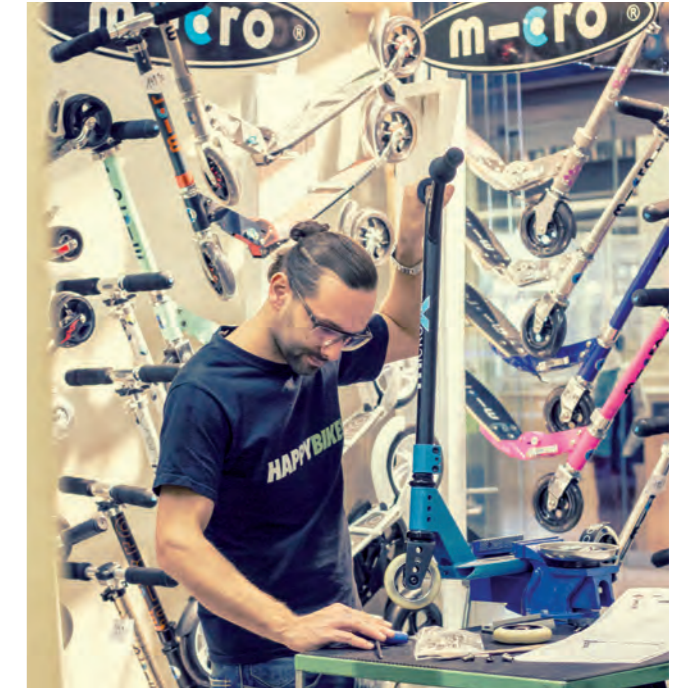
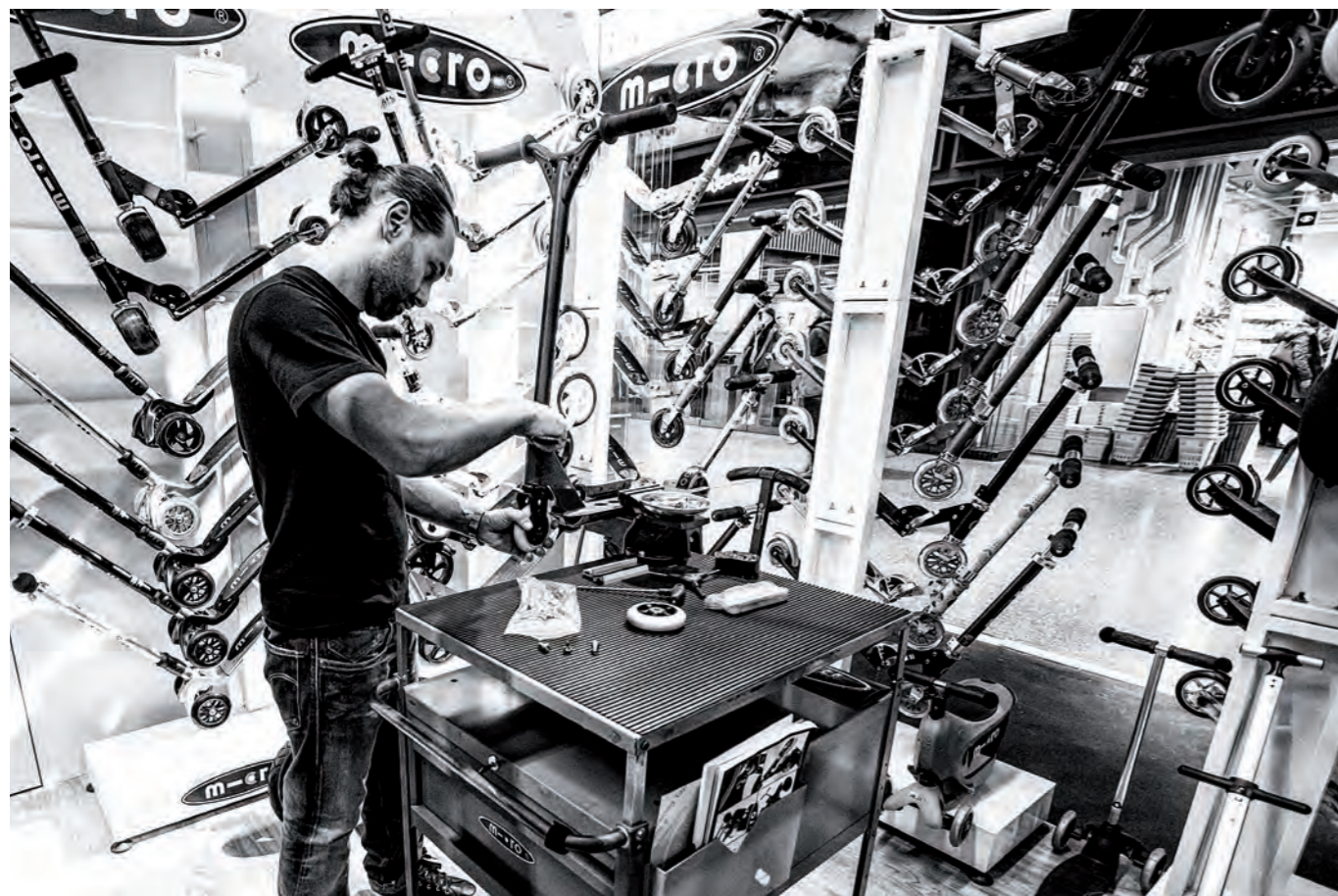
STORY

HAPPY BIKE

ZÜRICH

THE SOMEWHAT DIFFERENT
BIKESHOP

Almir arrived in Switzerland at the age of 12 as a refugee of the conflict in Bosnia, and it was in Switzerland that he discovered his passion for the bicycle.



Almir set up his own business at the age of 25, restoring city bikes to new splendour. He has managed Happy Bike, his own specialised bike shop, since 2012, gaining a deserved reputation for his custom bikes and a great deal of popularity for his customer service. From his shop located directly at the main railway station in Zurich, he and his competent team serve customers every day from every demographic and geographic region of Switzerland.

It didn't take much effort to convince Almir of the virtues of the Micro product. Always open to new ideas and innovations and with a knack for products that really sell and are needed by people, he immediately recognised the enormous potential that Micro had and, additionally, the option it offered him to build up a solid business in urban mobility.

"Micro's got a vision! A vision of green, urban Micro Mobility which I share. I'm genuinely interested in this vision and want to support it, because I want my three children to enjoy the benefits of an environmentally conscious and sustainable society," says Almir.

Micro sales in Happy Bike started pretty modestly for Almir in December 2012, with a simple display presentation on a wooden stand and a small, lean range of about 20 products. "It was unbelievable how quickly I managed to sell the Micro scooters" he relates. "In all my career as a manager and salesman, I'd never had a product that was so easy to sell and needed so little explaining. It practically sold itself!"

The demand remained healthy, so it was perfectly logical for one display to become two, two to become four and four to explode into a booth full of Micro scooters. In the meantime, Micro scooters are now available in a sales area of 20m² in Happy Bike. The Happy Bike team now sells 3500 Micro scooters a year to its customers, and Almir's specialised bike shop has the largest range of Micro products anywhere in Switzerland! With everything from accessories to the world's lightest electric scooter, the emicro one, it's a selection otherwise only to be found in the Micro Scooter Flagship Store in Küssnacht. Happy Bike also provides an on-site spare parts and repair service and, in 2014, was honoured with the TOP RETAIL GOLD DIPLOMA from Micro, an accolade awarded to the best Micro specialised dealers in the world. Almir implements the Micro strategy perfectly and backs this ingenious brand 100%. A simple recipe for success, according to David Meier, Sales Manager for Switzerland.

True to the motto "always on the move to improve", Micro@Happy Bike will continue to grow from strength to strength and see a deepening of the commitment involved. Examples of this include a joint project for the development of a shop in shop concept, or the emicro one rental service in the main Zurich station. "I'm really looking forward to implementing other great Micro projects with Almir," says Meier.

Managing Partner Hans-Peter Bolliger is sure of at least one thing. "No matter where or who's involved, we know one thing for sure – Micro provides personal and competent support through all distribution channels! We trust the specialists, because they only sell the customer the best!"

What began with sales of 20 Micro scooters has grown for Almir to 3500 per annum – an increase of 700% within 2 years and a unique achievement on a global level! Hans-Peter Bolliger also sees this as confirmation of being on the right road to success. And, if you talk to the proprietor and managing director of Happy Bike about this, he answers with a smile. "Look, a product that was simply trendy in the year 2000 has since developed into a cool lifestyle gadget for both young and old – all thanks to innovation. I simply offer this great product a good platform right in the display window or, to put it another way, directly at the front. I also offer my personal passion for the Micro brand and the know-how I have gained over time. The product does the rest itself!"



STORY
MICRO
 COOPERATION

PEUGEOT
 HYBRIDSCOOTER

**HYBRID KICK AT THE PARIS MOTOR SHOW
 SMALL PRODUCT - BIG IMPACT**

For once, a two-wheeler was the centre of attention at the Paris Motor Show as the HYBRID KICK - a HYBRID SCOOTER - attracted the attention of visitors. The world first was presented together with PEUGEOT's new highend „EXALT“ limousine. The HYBRID KICK accelerates up to 25 kilometres per hour - the result of a collaboration between the Micro inventor Wim Ouboter, and the French car manufacturer, PEUGEOT. With the integration of the SCOOTER into the boot space of the Exalt, PEUGEOT and MICRO are pursuing a common strategy for urban mobility. The Exalt also uses hybrid power. The two lifestyle products even form a puristic but very elegant union in their design. This seemed to take FRENCH PRESIDENT and known SCOOTER fan FRANÇOIS HOLLAND's fancy when he was the very first to get a look at the world first at the motor show.





STORY
**FREE
 STYLE**
 TRIP
2015

WHO IS BEHIND MICRO XTREME?

Micro employs two riders to handle and manage micro xtreme. Benjamin Friant and Simon Roduit. Both are professional riders. They take care of the scooter designs as well as all products that are in any way related to Micro Xtreme. Benjamin is the manager of all of the international micro teams:

- Team Europe
- Team USA
- Team Australia

Simon, meanwhile, is the manager of the Swiss team, is in charge of after-sales service and is the ambassador for all Swiss shops.

Benjamin Friant :

Born in France but has lived most of his life in Switzerland, he discovered scooters at the age of 15 and practices non-stop. He turned professional a year later and won several European, French and Swiss titles. He travels all over the world for competitions and to give exposure to the sport. In particular, he gives courses in various cities such as Zurich and Lausanne. He has also created his own discipline: the snow scooter. He spent 6 years manufacturing the prototypes in his basement before teaming up with micro to develop the first snowpark scooter: the Black Ice. All his videos are available for viewing on YouTube. You can find the links

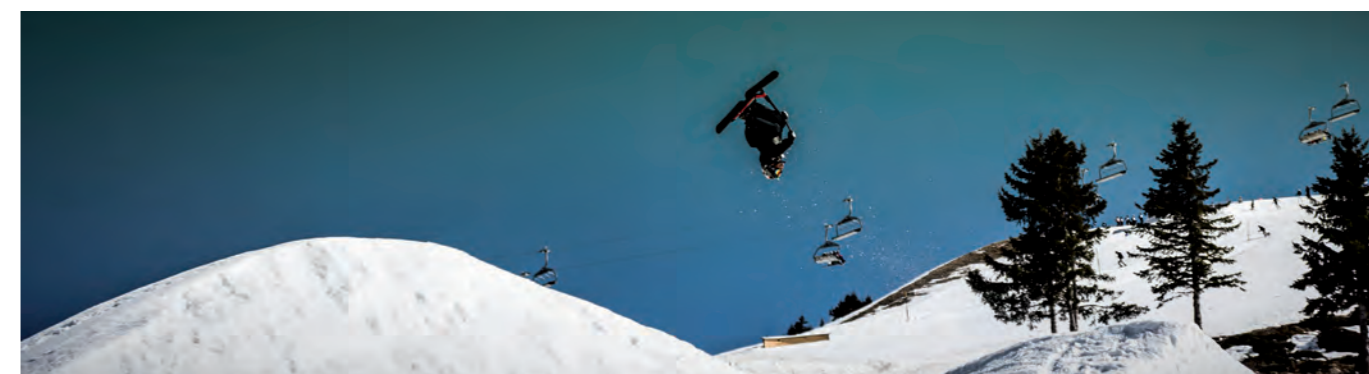
on this website or on YouTube by typing his name.

Simon Roduit:

Born in Switzerland, he began riding scooters in Sion, Valais. He quickly became the iconic figure in his region. He won several local competitions and then began to organise contests in Valais. He subsequently became independent and emerged as President of the Swiss Scooter Association. He has organised the largest Swiss competitions. At micro, he is indispensable. Manager of the Swiss micro team, he is also involved in many events in Europe, including exhibitions, etc.

HAMBURG WITH ARNAUD MARCHENOIR

Benjamin Friant and Arnaud Marchenoir went to Hamburg for the jam "THE CORE". The goal was to show a little of our new product range and recruit some new blood for our team. When we arrived at the skate park, we were surprised. Lots of riders and a high standard. In less than 2 minutes, Arnaud was already riding. Backflips and front flips in all directions. As BenJ was injured, he filmed Arnaud during the whole weekend, both on the street and in the park. Arnaud is probably the most original





BenJ, accustomed to big drops, found the highest point of the pump track and decided to jump it. A drop of about 4 m into a small incline. Crazy...



President of the Swiss Scooter Association and Manager of the Swiss Micro Team in Freestyle Scooting.

rider in the world. He is capable of riding anything. From a normal ramp to a common rock. He knows perfectly well how to use what's around him for his tricks. His videos are mind-blowing. Endless combinations, backflips on all the small jumps, etc. And during the jam, he did not disappoint. The filmed clips demonstrated an impressive technique. The young riders were not unmoved and came to ask for his autograph and be photographed with him.

The trip ended in Berlin. BenJ and Arnaud had the opportunity to ride the legendary Mellow Park. A sort of mini Woodward with crazy ramps. Unfortunately, because of the rain, they had to shorten their session. However, they were able to come away with a good number of clips, which allowed BenJ to finish the video on Arnaud that you can find on YouTube by typing: Arnaud Marchenoir In Germany.

This trip was a double success because BenJ was able to recruit one of the best riders in Germany. Henry Frempong. This little guy is very resourceful and you will soon be hearing about him on the world stage.

TIM KÖHLER AND BENJAMIN FRIANT IN HOLLAND

If you don't know Tim Köhler, he is one of the best park riders in Europe. Backflip drops, no hand front flips and double flairs are part of his repertoire of tricks.

BenJ arranged a short trip to Holland to take part in one of the biggest park competitions in Europe. BenJ and Tim arrived at the hotel around 7 pm, with just enough time to drop off their bags before leaving to ride the O40 BMX PARK. This park is the best that BenJ has ever ridden. Having travelled extensively, he has seen a lot (including Woodward), but it is

hard to compete with a park as complete and well designed as this. Without further ado, they got out the camera and began filming each other. Spine transfers, double flairs and more were performed. Without stopping until 10 pm but exhausted because of the travel and this intense session, they ended up at the hotel where they spent a quiet evening watching the filmed clips.

The next day, the park was closed to allow local riders the opportunity to train for the competition ... So BenJ and Tim had to find somewhere else to go. With the help of their friend Bob Drenth, they found a super pump track which they exploited to the full. Tim performed flairs just about everywhere and BenJ, accustomed to big drops, found the highest point of the pump track and decided to jump it. A drop of about 4m into a small incline. Crazy...

That night, all the riders arrived. It's great to see your friends again at each event.

The big day arrived and none of the riders held anything back! BenJ had taken a bad fall, which handicapped him for the competition, but Tim was self-assured. He performed tricks in all directions and bar-whip-bar-whip combinations, all in 3-6. Absolute madness. It was a packed weekend and they will return with pleasure next year. Tim and BenJ are determined to go back with even more crazy tricks!

SNOW SCOOT SEASON 2014-2015 FOR BENJAMIN FRIANT

You may have heard of or seen videos of him. Benjamin Friant is the leading snowpark scooter rider and the first to develop the project. His "baby" was born last year (2014). It has nothing to do with the home-



„I can't believe the stability and handling of this scooter. I am in love.“

made prototypes he produced in his basement. He has been able to rediscover the joys of snow scooting.
 “I can't believe the stability and handling of this scooter. I am in love.”
 Thanks to this new product, he can now tackle 22 m jumps without becoming unstable and without being afraid of breaking the scooter. He rides most often at Leysin in the Swiss Alps. He and his friends together spend crazy moments there every weekend. A typical day for him is to arrive on the slopes at 10 am. Since all the jumps are still frozen at that time, he makes a few runs to get his bearings in the snow park, tackles a few ledges and in the late morning, if the ice has melted a little, he starts jumping. Because it is very dangerous to jump on the frozen snow. The descents are unforgiving. Then at around 1-2 pm he eats a snack with his friends and sunbathes a little before setting off again to tackle bigger and bigger jumps until the last light of day. The sunsets there are magnificent. He never misses an opportunity to take photographs or film these landscapes. The feeling of freedom during those moments is priceless. The perfect day is when he has performed all his tricks and is not injured at the end of the day. “I could relive those days over and over again; I am aware that they are the best years of my life. I try to enjoy them as much as possible.”



BenJ spent 6 years manufacturing the prototypes in his basement before teaming up with micro to develop the first snowpark scooter.



STORY
MICRO
PRODUCTION
BINSORF

MADE IN
GERMANY

Micro Made in Germany

Micro Mobility Systems D GmbH was founded in 2000 by Thomas Preuhs and Wim Ouboter. In 2014 the company moved into the innovative new building in Binsdorf. With the design of a unique working environment, we have created optimal conditions for a creative working atmosphere. Through intelligent enterprise resource management processes, via our logistics centre we can guarantee to deliver all Micro products for Germany and Luxembourg within 24 hours. The Mini Micro Sporty and the microlino are also produced in Binsdorf. Deliveries of all Micro products for Germany and Luxembourg are also made from here.



STORY
MICRO
POS

AROUND THE
WORLD



SWITZERLAND



STAY SCOSTERD
Hi Feet CANADA



BULGARIA



China



JAPAN



Netherlands



Bisous France



GREECE



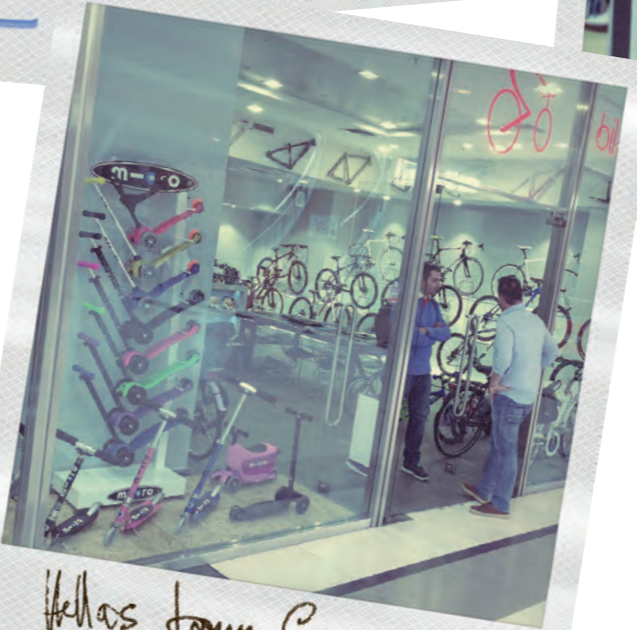
Poland



Romania



Serbia



Hellas from Greece



Le Bon Marché PARIS

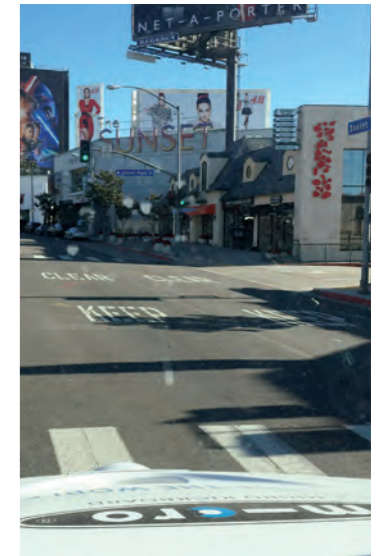
Micro POS around the world

By now, the Micro Scooter has gone around the globe. Our partners do everything within their power to ensure that our micro mobility concept is implemented appropriately at the point-of-sale of their dealers. Here are some examples from different countries. A big thank you from us to all Micro partners!

STORY
**MICRO
 TRUCK**

USA

The Micro Truck Story



So, the more we traveled, the more we wanted to travel even more!

In the US, Micro products continue to sell really well organically; wherever people see them and try them, they want them, buy them, and later tell others how much they love Micro! We often get invited to participate in or sponsor a wide variety of events across the US. We try to attend them as much as possible, as we see these as great opportunities to put the organic marketing approach to work. We always notice an improvement in business and relationships when we take the time to participate in events in different parts of the US. So, the more we traveled, the more we wanted to travel even more!

Last summer we decided to purchase a school bus to enable us to travel all the time. The team worked together to decide the exterior design and we had the inside designed as a sort of showroom. The goal of the Micro Truck initially would be to attend a wide variety of events on the West Coast and in the South (we will add an East Coast truck in the Spring). The variety of events includes music events, university events, school events, large and small sporting events, street fairs and festivals, to let people get to know the Micro brand better, and try out the whole line of products.

Along the way, the Micro Truck will visit existing and potential clients, including marinas,

resorts, toy stores, bike and sporting stores, museums, etc. - any commercial entity that is already carrying, or might be interested in carrying Micro.

We considered taking the kids out of school for a year to travel in the Micro Truck as a family. Certain members of the family were not in favor, so instead we hired two really talented micro friends and all around great guys to be our Micro Men. We are just getting started, but already Aaron and Finney have a big schedule. Beginning in December 2015 they are traveling the length of California running promo events at our toy, bike and department stores located in San Diego, LA and SF. They also will attend some Santa events organized by SoCal Moms.

Both of our Micro Men are athletic and charismatic, and they will be riding Micro all the time, making videos of themselves and others. They are experienced podcasters, videographers and photographers and will create social media material for us to use. On Jan 1, they will attend the Rose Bowl Football game in Pasadena, CA, and from there they will go to the Consumer Electronic Show in Las Vegas where they will help promote the emicro-one with Wim, Janine, Julie and Geoff. Following that they have several campus events in Arizona, and two alternate

transport events, in LA and in SF, as well as a beach volleyball event and a surfing event.

In the Spring they will participate in the legendary SxSW music event in Austin, go to Mardi Gras in New Orleans, and join Her Campus on a tour of 8 universities in Texas and Florida.

Geoff launched the Micro Truck by driving it south in November and visited several stores. He also attended one celebrity filled event in Santa Monica, called PS Arts. So far everyone loves it! So do we!!

best,
 Julie & Jeff
 Owner Micro Kickboard USA

STORY
MICRO
 ACCESS PROJEKT

WHEELCHAIRS
MEXIKO

*A Moving Christmas Gift
 Off-road wheelchairs for Mexico*



The Swiss company Micro Mobility Systems translates its vision "Mobility for everyone" into action, giving freedom of movement to one hundred mobility-impaired people in Mexico for Christmas. This time not in the form of the well-known micro scooters, but with innovative, lightning-fast, all-terrain wheelchairs.

Leveraged Freedom Chairs (LFC wheelchairs) are almost twice as fast as normal wheelchairs and have off-road capabilities into the bargain. After many years of research with mobility-impaired people in developing countries, they are precisely tailored to their needs. The wheelchairs have three wheels, are extremely robust and can be driven by means of two levers on the left and right of the seat. These technical achievements and an elevated seat allow the driver to apply sufficient power to the wheels in order to move effortlessly, even on dirt tracks and off-road.

Mobility for everyone

One hundred of these off-road wheelchairs are now the property of people with disabilities in Mexico. "With the wheelchairs, we want to give a new life to people, some of whom could never leave their homes due to their limited mobility," said Wim Ouboter, CEO of Micro Mobility Systems. The Swiss firm is known worldwide for its scooters - Micro Scooters. "With the donation of one hundred wheelchairs, we advance our vision "Mobility for everyone" and hope that, as a result, the people will again be able to take part in social life." The award-winning LFC Wheelchairs were developed by GRIT, a company of the Massachusetts Institute of Technology. Assembly took place locally, thus creating additional work in Mexico.





Anoash from Eglisau

The Micro Trike is just awesome! It's very light and foldable so it doesn't take up much space.

Arash from Eglisau, with Anoash



Anura 4, from Aathal-Seegraben



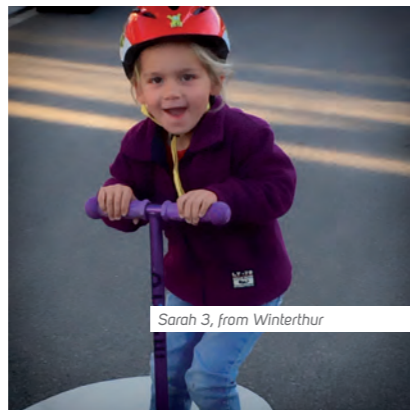
Christian and Celice from Zurich



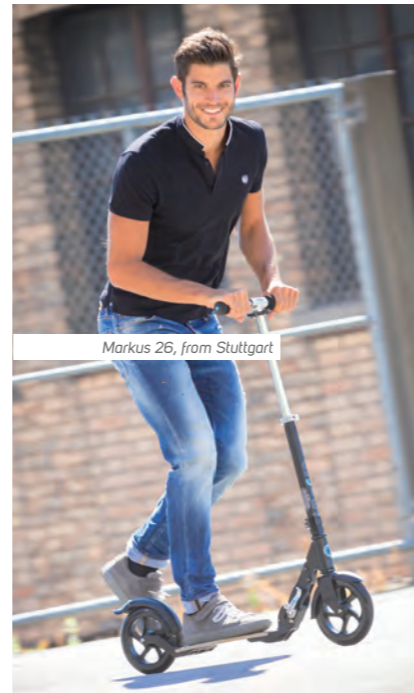
Grégoire, Lyon

Going from one point to another inside a city, there is nothing that is faster for a sub 5-7km distance than the emicro.

Grégoire, Lyon



Sarah 3, from Winterthur



Markus 26, from Stuttgart

I now get around much faster with my son and he really enjoys it.

Martina from Rickenbach, with Kevin



Renato 9, from Wallisellen



Sandro from Zurich



Kevin 2 aus Rickenbach

Nadine from Wallisellen, with Nico & Renato
I have 2 boys aged 6 (NICO) + 9 (RENATO). Based on what he had seen and heard, Renato wanted a freestyle scooter. An MX Trixx. Unfortunately, his old scooter was stolen.

Grégoire, Lyon
There will definitely be a before and after emicro in the way I consider my mobility in my day-to-day life. Going from one point to another inside a city, there is nothing that is faster for a sub 5-7km distance. Either it is for professional matter (I can do up to 6 appointments in Paris in conjunction with the public transportation) or just to go quickly to the corner bakery, I'm always using the emicro now. You don't hesitate to go for the extra mile and it will give you complete new perspective of the city you are in, always in a cool and refreshing way.

Renato, aged 9 from Walisellen
I think Micros are cool scooters and I'm happy when I can get back on my freestyle scooter again and do cool stunts. I also cover the long distance to school much faster.

Lea from Arni, with Hannah, Ben & Emilie
I have three children, Hannah 2½, Ben 5½

STORY
MICRO
CUSTOMERSFEEDBACK

LET US KNOW YOUR
OPINION

I live only 2 km away from the city center but it is too far to walk, but too short to take my bike. For me, the Micro Scooter is a great alternative choice!

Kiki 16 from Karlsruhe



Kiki 16 from Karlsruhe



Elea 2 from Zurich

Since the first Micro Scooter was invented in 1999, much has happened. Let us know your opinion.

and Emelie 7½. We use the Mini2Go pink, the Mini Micro Blue Sporty and the Micro Scooter Sprite. Simply because with us they are outdoors day and night, and have to withstand wind and weather. And because they're just cool! What's more, at long last the walks are no longer OBLIGATORY. Our little rascals can't wait to get on their scooters. We use the Micros above all on family trips and walks. Despite being used in extreme conditions, the „whatchamacallits“ last a lifetime!

Anja from Dietwil, with Leon & Jan
My son Leon began with the mini3in1 at the age of 18 months. He is now two years old and no longer needs the seat. These days he rides the Mini Micro standing up, without a seat. Jan is 5 and rides the Maxi Micro. The three wheels make it very easy for small children to learn to ride kickboard. The shorter bar with the round grip for the hands is an ideal size. This means that the little ones can play with the older children from a very early age.

Since Leon has been riding the Mini Micro, we've been able to leave the pram at home. Riding the kickboard is much more fun for Leon than being pushed around the neighbourhood in the pram. Since he has been able

to take his kickboard, he is much happier to come on family walks. Leon uses the Mini Micro above all for playing on local streets and for walks.

With the Maxi Micro you can always adjust the length of the bar to the size of the child. It is also extremely robust and can be used for many years. Jan says: „I use the Maxi Micro for playing with my friends. We draw roads on the ground with chalk, and then ride along them on the kickboards. I can even do a few jumps already.“

We always take the kickboards with us on holiday. They don't take up as much space in the boot as the bikes. The Micros are also lightweight, versatile and have an attractive design. Generally, the kickboards have made us much more mobile as a family. In the winter months, our children are allowed to use them on the solid floor in the living room. Thanks to the mobile kickboards there is no problem in manoeuvring around the dining table.

Martina from Rickenbach, with Kevin
My son Kevin was 2 years old in September. Since then, he has been riding the Mini Micro.

I now get around much faster with my son and he really enjoys it. He mainly uses it to play and when we go shopping. I think it's great that there are so many styles and colours of Micro kickboards. The right thing for all ages.

Diana from Zurich, with Sandro

The Micro Scooter goes with us almost everywhere, be it on the way to shopping, in the playground or en route to play group. When we are out and about with the pram, we take the scooter with us as an alternative. You can easily lay it on the pram. As we don't have a car, we often travel by train. The Micro Scooter is often Sandro's companion here too. With the Micro Scooter, Sandro is independently on the go. He enjoys this freedom. Due to the double front wheels and getting started with the seat, there have also been very few falls. We live in the city of Zurich where it is all the more important for children to get to know the dangers of the streets early on. Micro Scooters are very helpful here, because the children can ride them really safely from a very early age. Even at the age of 2, with the Micro Scooter children can ride around together side by side and get on and off without any problem. Sandro (3) and his little sister Lara (2) can already trundle around together on the Micro Scooter. They really enjoy that.

Christian from Zurich with daughter Celice

My name is Celice and I am three and a half years old. I love riding around on my yellow Mini Micro. And yes, I admit, I normally wear a helmet too, really. I'm actually pretty fast when I'm on the move. So fast that Daddy had to get himself a Micro Black to be able to keep up with me. And when the three of us are out and about with Mummy, there's also a Suspension Scooter in our Micro family. So we are all mobile and local outings are just much more fun. My kickboard always comes on holiday too (as well as the helmet, of course) - a kickboard doesn't need as much space in the boot as a bicycle, Mummy and Daddy say. And even if I don't want to go, at least the kickboard is always in there.

Nicole from Aathal-Seegräben, with Eileen & Anura

Eileen is 7 years old and rides her scooter to school for 20 minutes every morning (on a safe cycle track). Nowadays she goes on her own, in the beginning I accompanied her with her little sister Anura. Of course, Anura (4 years old) also went with her scooter ... I think it's good that the children were not taken in the car. They spur each other on while riding, communicate with each other and have fun. Lengthy routes are negotiated in a sporty manner. It takes less time ... and they practice balance. Especially when Anura was little, I was never afraid even when she was travelling at high speed. Because braking is very easy and straightforward for children. The scooters are stable and safe (including on the way to and from school). The scooter with the big



Nora from Bassersdorf



Mauro from Winterthur

This scooter is practical for on the road and you also move fast thanks to the large wheels. The scooter is always readily at hand and you get where you're going faster than on foot.

Mey 35 from Bassersdorf



Mey 35 from Bassersdorf



Marc from Bassersdorf



Devin 9, aus Schaffhausen

wheels is also ideal - for we parents. What I like is that Micro has something for everyone. In our neighbourhood you sometimes hear "Ready, steady, go!" and the scooter race begins. In short: Micro has accompanied us since nursery school. On the way to and from school, when shopping or in the city. It saves us a lot of time, and it's convenient and easy. Children and parents both have fun and take part in physical activity along the way. Always accompanied by the Micro helmets and bags with their cool designs, of course, because they must not be forgotten. We are impressed by the high quality, stability and security of the Micro products. That's why I'm always happy to recommend Micro. Micro is our daily companion... for the whole family!

Ece from Bassersdorf, with Philipp & Simon

My sons Philipp (6) and Simon (4) both ride Micro. The Micro Rocket and the Maxi Micro. Philipp says: „With my scooter I can do a few jumps and go fast. I can ride down the slope faster than on my bike. Next year I will finally be allowed to go to school on my scooter so I'll be able to sleep longer.“ And Simon: „I feel safe with my scooter. And I ride it because it's so cool. What I like most is to ride it with my friends in the neighbour-

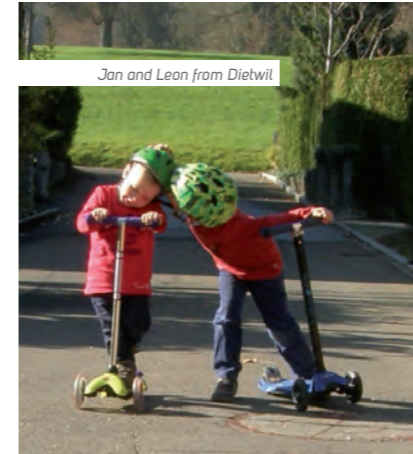
hood.“ We always have the scooters with us on longer trips to the city - so the boys can have fun and keep up with us all day without any problems!

Roland from Bassersdorf, with Nora & Marc

The children are mobile and take their Micros with them everywhere. Practical and good quality. For me it's the best scooter brand there is. Marc, 14 years old: „I ride a Micro Xtreme, because it's the strongest and the coolest. I can take it anywhere, I like that. Lots of people ask me where I bought it“. Nora, 10 years old: „I ride the Micro Scooter Sprite, because I just like it. And I ride it whenever I can and take it with me everywhere.“

Ywi from Schaffhausen, with Nael, Shoya, Lyan and Devin

My boys all ride Micros. Our garage now looks like a second-hand shop for Micro Scooters. Because we've accumulated a few Micros there over the years. Our youngest, Nael who is 1½, has been riding the Mini2Go since his 1st birthday. We have now removed the seat with the drawer, and he rides it as a Mini Micro. I think it's great that he is already mobile and can ride with his older brothers. And when



Jan and Leon from Dietwil

We always have the scooters with us on longer trips to the city - so the boys can have fun and keep up with us all day without any problems!

Ece from Bassersdorf, with Philipp & Simon



Philipp 6 from Bassersdorf

we're out and about as a family, it's really practical for all the children to have their Micro with them. Because then everyone can keep up and no one complains that they don't want to ride anymore. As well as this, it's just fun for the kids and they get some exercise. Shoya, aged 5: „I just find it easy to ride Micro and it's cool.“ Lyan, aged 7: „I can ride Maxi Micro and Micro Scooters. Because it's easy and I'm faster.“ Devin, aged 9: „I ride the Freestyle scooter now. That's much cooler and you can jump with it. I go to school on it and it's much faster than walking.“

Celestin, aged 7

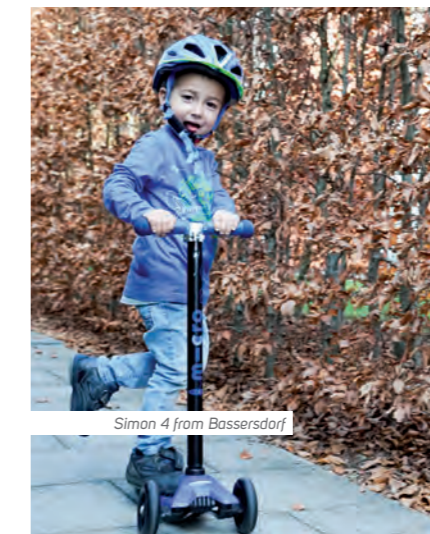
I ride a Micro Scooter Sprite Bligg Edition because it looks cool and goes fast. And because I'm a fan of Bligg. I think Micro is a good brand and the wheels are good. I also use my scooter to play with other children, at the campsite and on walks with my parents.

Arash from Eglisau, with Anoosh

The Micro Trike is just awesome! It's very light and foldable so it doesn't take up much space. We always leave it in the boot instead of taking the bulky pram with us. If I have

Since Leon has been riding the Mini Micro, we've been able to leave the pram at home. Riding the kickboard is much more fun for Leon than being pushed around the neighbourhood in the pram.

Anja from Dietwil, with Leon & Jan



Simon 4 from Bassersdorf

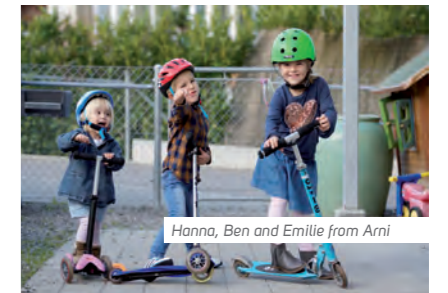
to go somewhere on foot and the little one doesn't want to walk, then the trike is just really practical. It's very mobile, so I can push Anoosh around town effortlessly; even in the shops it's easy to negotiate the corners. Anoosh has a lot of fun on it.

Mey from Bassersdorf, with Jamie

I tried various scooters in the Micro flagship store and I liked the Micro Scooter White the best. This scooter is practical for on the road and you also move fast thanks to the large wheels. The scooter is always readily at hand and you get where you're going faster than on foot. Not only is the fun factor greater, you're also out in the open air. I use my Micro in my spare time, every now and then I take it to work with me, I use it for shopping and very often when I go to the post office, because I have an online shop and I mail lots of packages. My son Jamie rides the Maxi Micro Green. Jamie: „I have a lemon green Maxi Micro. I really wanted one with two wheels at the front, because then you can control it with balance and just cruise along. Green is my favourite colour, that's why I picked this cool Micro. I can't wait to start school because I'll also be able to take the Micro with me.“



Nael from Schaffhausen



Hanna, Ben and Emilie from Arni

Nearly all the children in our neighbourhood have a Micro. They often meet up and ride around the block together. This gives them the opportunity to self-reliantly pay attention to the traffic and take responsibility. We always have Jamie's Micro with us during the holidays. In the summer holidays in Spain, he can ride along the beach promenade. We find the Micros really cool, not only do they look great, but they're also top quality. In our opinion, the best on the market. Best regards, Jamie and Mey

Angela from Uster, with Jarno

My son Jarno has the Micro Scooter Sprite in oasis blue. I sometimes borrow it when I go out to collect my three children in the neighbourhood or if I have to pick them up from friends a little further afield. That works just great with a Micro Scooter! My son mainly uses the scooter for playing with friends; sometimes he is allowed to take it with him when we go for a walk or to the shops. Jarno: „I think the colour of my scooter is really cool and it goes fast. The Easter Bunny gave it to me. I like to ride around the block with my friends and to have races. Always with the helmet on, of course. And sometimes I don't want to walk, then I'm allowed to take



Marc-Peter, Holland

Scooting on the emicro makes you feel that your legs have super powers. It is so much fun, that it's addictive.

Marc-Peter, Holland



Jarno 5 from Uster



Celestin 7

the scooter with me." I think Micro has excellent quality, they still run really well even after years of use, and are good for passing down to the younger siblings. They are also safe and stable.

Andrea from Wermatswil, with Lukas

My son Lukas rides the MX Crossneck Free-style Scooter. With the Micro, he is faster to the bus stop, faster back home and faster to get to friends in the neighbourhood. Lukas: „It's the coolest of all scooters. It's fun to be out with the Crossneck and I like to do sports and take exercise. I also use it to go to school.“

Lia aged six from Winterthur

I had a Mini Micro. But I'm big now and I ride a Micro Scooter Sprite. I like riding the scooter because it has fast wheels, it's almost like flying. I ride my scooter in my spare time because sadly I can't take it to the nursery, I have to walk. If we go downtown by bus, I can take my scooter because it folds up very small, you can't do that with my bike. I think it's great that it has so many lovely colours!

Irene aus Zürich, mit Elea

My daughter Elea is 2 years old. She got the

Mini2Go from her godfather as a present. At first she rode it with the seat, including the drawer. The drawer was perfect for stowing things. It also has the special handles that can be used as a horn. Elea was a little reluctant at first, but then she sat on it again and again and played with it. She quickly got the hang of how to push off and she could soon do it perfectly. After her second birthday we converted the Mini2Go, meaning that we removed the seat and the drawer. After one or two attempts, that soon worked out well too and now she's pretty fast on the road. She uses it in the apartment but also outside, sometimes until the evening. For my part, I think it's great that my child was able to develop her balance so well with this kickboard and that she can move around in a way that is fun for her.

I would always want a Micro for my child and who knows, I might even want one for myself soon.
Best regards, Irene

Julie from Bassersdorf, with Sebastian & Christian

My two boys (Sebastian 6 and Christian 3) both ride a Maxi Micro. This model is great for beginners and very stable. The boys: „It's

It would be cool if Mummy finally had a scooter for herself, then we wouldn't always have to wait for her!

Julie from Bassersdorf, with Sebastian & Christian



Sebastian and Christian

easier than with only 2 wheels. And it's just cool!" It helps my children to improve their coordination and balance and they learn how to behave responsibly on the road. The scooters always go with us on „Mummy trips“ such as to the Coop, Migros, post office, etc. From the 2nd year they can then also take them to school. The boys: „We ride together with friends and in summer we ride to the swimming baths too! It would be cool if Mummy finally had a scooter for herself, then we wouldn't always have to wait for her! I think it's awesome that there are Micros for all ages!

Melanie from Seuzach, with Noël

Noël asked for the Micro Scooter Rocket for his 9th birthday. He chose the model himself, and he already knew which one he wanted months before his birthday. Above all else, he simply finds the Micro Scooter Rocket, cool, because of its wide wheels and the colours.

He uses the scooter for school, so that he can get there and back home faster, and also in his spare time. Then he rides around the neighbourhood with his younger brother. And of course it's also great if he wants to quickly meet up with friends. He finds the Micro



Lia 6 from Winterthur

I like riding the scooter because it has fast wheels, it's almost like flying.

Lia aged 6 from Winterthur

Scooter much more fun than the scooter he had previously.

Sybille from Bassersdorf, with Mauro & Dalia

My son Mauro rides a Micro Xtreme Scooter. My daughter Dalia first rode the Micro Scooter Sprite and now rides the Micro Scooter White. The children are only allowed to take the bicycle to school from the 4th year; but they can take the scooter from the very first year. I like that, because the children there much faster. Mauro: „I want to learn to jump with my scooter, to go down steps, and so on. I ride it to school every day or take it with me on Sunday walks with my parents.“ Dalia: „I ride the Micro Scooter White because it has big wheels and it's white. The handlebar is adjustable. I use it every day for school and also for my hobbies.“

We have heard that a new scooter with a built-in lock on the handlebar is coming onto the market. We find this perfect for school and for hobbies too, so that the lock is always available. Great idea by Micro.

The Huber family from Winterthur, with Sara

Sara is 3 years old and rides the Mini Micro in her favourite colour purple. With the Mini Micro, Sara scoots down the road behind her

Our 3 year old little boy is quite big, so it's nice that I don't have to carry him while traveling.

Alex mit Noah 3 aus Friedrichshafen



Alex mit Noah 3 from Friedrichshafen



Sarah from Winterthur

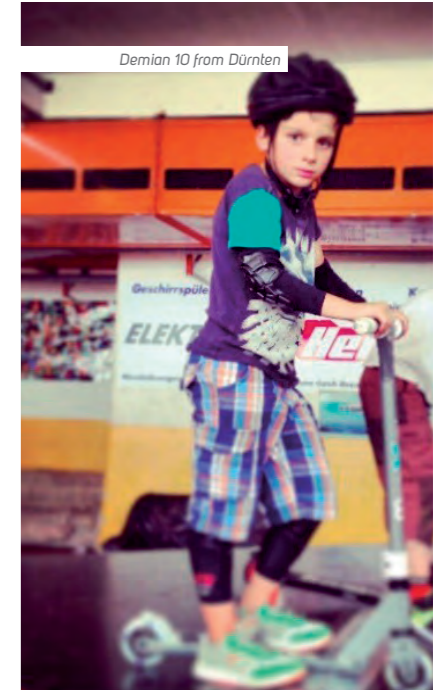
big brother, goes shopping with her Mum and darts around the campsite during the holidays. Best regards
From the Huber Family

Tracey from Winterthur, with Shae

I myself ride the Micro Scooter Black. Simply because I like the look of it and I find it very convenient. It's compact, runs smoothly and it's fast. I use the scooter for commuting to work. My daughter Shae is 6 years old and rides the Maxi Micro with the T-bar. It's a very smooth ride and it's stable, which as a mother also gives me a feeling of safety. She uses it to play and to have fun with other children and enjoys getting about in a special sort of way. It also helps the children to improve their balance and to be physically active. Shae: „I love my Micro because it's pink!“

Marc-Peter Holland, Amsterdam

Scooting on the emicro makes you feel that your legs have super powers. It is so much fun, that it's addictive. In fact I now park my car in a parking garage further away, because I enjoy the ride so much. I can easily manoeuvre through traffic at considerable speed and love the surprised faces on the way. I use the emicro as much as I can and often choose



Demian 10 from Dürnten

... It's my constant companion to school, to the football pitch and with my friends.

Demian from Dürnten, aged 10

it over my bike - which is a big compliment coming from a Dutchman. Why? Because it is quick, easy and compact, but most of all much more exciting! Wherever I arrive I always have a smile on my face.

Demian from Dürnten, aged 10

I ride the Micro Scooter Trixx because ... It's my constant companion to school, to the football pitch and with my friends. ... I can easily keep up. ... I feel safe when I scoot over ramps in the indoor skate park.

... BUT what I find bad about the Micro Scooter is that, in spite of my recklessness it never breaks so I can't wish for a new one.



STORY
MICRO
KOOPERATION
VIBRAM

Future Footwear meets future Mobility

For Italian Outdoor company Vibram, the world's leading producer of high performance footwear soles, falling in love with Micro Scooters and realizing they are much more than a toy for the children of modern families, was basically and viscerally intuitive.

Micro scooters are the future when it comes to human mobility of all shapes and sizes; a means of transportation which swiftly „multiplies“ human urban speed and functionality much like a bicycle AND with the added benefits of portability, ease of use, and multi-applications: in simple terms, the founding Swiss quality of a Micro Scooter, enables you to move around the city, not worry about parking or locking, enter subway stations or supermarkets alike without causing alarm and basically facilitate the way we as humans can transport ourselves in urban environments. And what a bonus for a typical family of four: one can fit four scooters even in a micro-car without having to buy bulky and expensive racks!

Meeting with vision-driven Micro founder Wim Oubouter and his dedicated Micro-Mobility team, set the stage to enhance the scooter experience with Vibram's core and historic know-how: Grip and Feel under your feet. A must for a vehicle which is foot-powered!

What followed is the story of affinities, for Excellence and Performance, in Vibram's historic yet versatile DNA: the design of a grip tape with the octopus-like Aircalla cells, which much like the sole of high-performance outdoor footwear ensures the rider total grip and stability, foot-push after foot-push.

And, the use of Vibram compound Morflex which with just 8mm of thickness provides a level of comfort yet to be achieved in single-plate scooters!

Here's to a wonderful partnership to enhance human transport in every-day contexts. Micro Mobility with maximum Vibram performance where it matters: Right Under Your Feet.





STORY
MICRO
 WHO'S NEXT
 GOES
FASHION

It became clear that Scooters are not only a tool to get from point A to point B, but also a fashion item

What might be surprising for many, we turned into reality. For the first time we were able to include a non-fashion brand in a fashion exhibition. At the WHO'S NEXT in Paris we lent out 150 Scooters so the fashionistas at the show could move in style. And they did! Models, Designer, Buyers and Visitors were riding around on Micro Scooters, just enjoying the feeling of practical and stylish mobility. It became clear that Scooters are not only a tool to get from point A to point B, but also a fashion item. Apparently, reducing to the max will also give you style to the max.

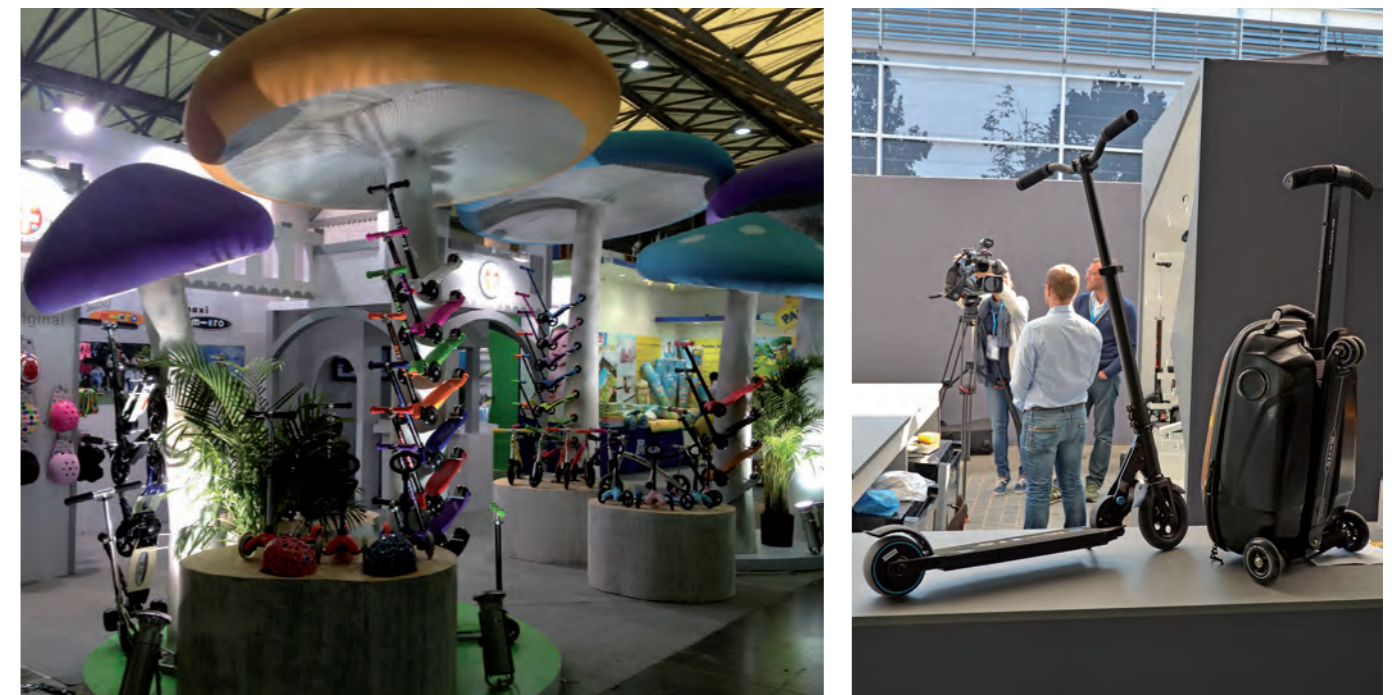




STORY
MICRO
 GLOBAL

2011-2015
TRADESHOWS

SHANGHAI, BEIJING, NÜRNBERG, MÜNCHEN, BERN, PARIS, SEOUL





STORY
MICRO
 KOOPERATION
 SUITSUPPLY

Dutch menswear label meets Swiss kickboard pioneer

Suit Up and Race-Off!

This pretty much sums up the cooperation between Kickboard maker Micro and the successful Dutch label Suitsupply.

Their shared passion for high quality, exclusive design and the quest for the unconventional has brought the two success stories together, resulting in a piece of luggage on wheels of true class. "The art lies in the details". This could just as well be a statement by Micro inventor Wim Ouboter or Fokke de Jong, the founder of the Dutch menswear label Suitsupply.

With their never-tiring pioneering spirit, both companies have succeeded in standing out from the crowd on a long-term basis and have positioned themselves at the top of their markets. Suitsupply offers tailor-made suits from Italian fabrics and complements its range with shirts, coats and other classic men's clothing. The brand doesn't just rely on classy elegance but also provokes with out of the ordinary colors and a bold, nonchalant style.

Micro too favors the unconventional. Several years ago they invented a unique traveling gadget: the Micro Luggage. A hand luggage sized cross between suitcase, trolley and kickboard. "At first we weren't taken very seriously, when we announced to introduce a mobile piece of luggage to the market. Not many people could imagine that travelers on business trips would dare to scoot around airports and train stations on their hand-luggage" Wim Ouboter says.

Despite all the criticism the Micro Luggage has

been successful for years and is especially popular for city trips. The advantage is obvious: "At huge airports like New York or Paris there are such long distances to be crossed. It's nothing but practical if you can turn your hand luggage into a kickboard within a few seconds, and get to security before everyone else.

And because the elegant travel gadget isn't just practical but also a highlight in terms of design it quickly caught the eye of Fokke De Jong. With its refreshing concept Suitsupply stands out against other suppliers. This should be no different in the case of the Micro Luggage and this is how the successful Trend Micro product was charged up with a refreshing touch à la Suitsupply.

The result is called Race Case. With its Italian calf leather finish, the trolley's deftly textured face is sure to make an impression when rolling up to the check-in counter.

The leather grip handles and the trolley's ample interior convince with refined details. But see for yourself - you can purchase this design highlight exclusively in the Suitsupply online store: <http://eu.suitsupply.com/de/racecase.html>.





STORY

EMICRO

INTERNATIONAL WORKSHOP

Customer service is one of our highest priorities, so we felt it was important for our worldwide partners to gain an understanding of the technology behind the emicro and be able to offer a professional service to their customers

The emicro one is among our greatest and most important innovations of recent years. Right from the very start, we believed that the world's first electric scooter with motion control would be a success. But we could never have expected that the first production batch would already be sold out shortly after the launch in Switzerland. To meet this demand, we put our shoulders to the wheel and so, just a few months later, we were able to deliver the second production batch - mainly to male customers but also to some female buyers. The slightly revised version of the emicro again aroused great interest - including abroad. But where electronics are installed, a certain know-how is needed in order to correctly maintain the products. Customer service is one of our highest priorities, so we felt it was important for our worldwide partners to gain an understanding of the technology behind the emicro and be able to offer a professional service to their customers. The following is also true: different countries, different customs. Or, in the case of emicro: different countries, different laws and safety regulations for electrical devices.

Due to these external factors, we did not want to create the emicro exactly the same in all 80 Micro countries worldwide; rather, we consciously decided on just a few countries and invited our respective partners to an emicro workshop. We developed this workshop for the specific purpose of turning our partners into ambitious emicro ambassadors, just like ourselves. The key to optimum customer service in the future emicro markets!

The first, somewhat smaller workshop took place in early 2015. Here, the CEOs and Chief Mechanics from France and Germany as well





























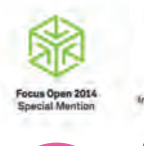































THE „EASY“ TASK:
BUILD YOUR OWN MICRO

as our own people from Switzerland attended the emicro school. Our emicro Product Manager Gian Zimmermann conducted the workshop and explained all the technical refinements and special features of the electric scooter. The workshop took place at the head office in Küssnacht, the home town of the Micro Scooter. The day was a huge success and so we repeated the event on 8 December 2015. This time the management of Micro USA, Australia, Belgium, UK, Austria and Russia rose to the challenge. A challenge, because each participant received an assembly kit with the task: build your own emicro! First, however, it was important to learn all about after sales service, because this is one important factor of differentiation from the competition - among others... All participants listened attentively to the explanations given by Gian Zimmermann and Hans-Peter Bolliger. It was nice to see how interested and passionate everyone was about the matter. Motivation was definitely not lacking and so the subsequent assembling of emicros worked out perfectly. Not least thanks to the support of Micro Chief Mechanic Luca Serio and his team. Finally, to test whether all parts were actually installed in the right place, a test drive was of course mandatory. Things became particularly

interesting for our partner from Russia. Because he and Luca have no matching language skills it only remained for them to communicate with their hands and feet. But, lo and behold, as is known men do not always need words and so his emicro also worked flawlessly. All had fun on the test drive and despite some over-ambitious manoeuvres everyone arrived safely at the destination. During the visit to the Micro Scooter Flagship Store and the subsequent lunch at the pizzeria, the mood was relaxed and everyone looked forward to soon being able to offer the emicro one in their country and to being part of the Urban Mobility Revolution. In the afternoon, Micro Managing Partner Hans-Peter Bolliger and Product Manager Gian Zimmermann provided some further behind the scenes insights into how the emicro conquered the Swiss market. At the end of the day, the entire Swiss Micro team joined the party, bringing the event to a conclusion in a relaxed atmosphere, accompanied by delicious aperitifs. Many thanks to all concerned.

We look forward to conducting more workshops like this so that, from the spring of 2016, another twelve countries can declare: we are emobility!



| | | |
|--------------------|---|--|
| emicro one |  |  |
| G-Bike |  |   |
| Kickboard |  |  |
| Maxi Micro |  |        |
| Luggage |  |     |
| Speed+ |  |  |
| microlino |  |      |
| micro 3in1 classic |  |       |
| mini micro classic |  |       |
| mini2go classic |  |       |
| Pedalflow |  |    |
| Scooter Flex 145 |  |    |

MICRO

AWARDS

NOTHING BEATS THE ORIGINAL!

These international awards and seals of approval underpin the outstanding quality and extraordinary design of the Micro products. We are especially pleased about all the awards in which the winners are elected directly by the end users. By you – our valued Micro customers!

Thank you for choosing the original!