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## EDITORIAL



### DISRUPTIVE INNOVATION MIGHT CHANGE YOUR MIND-SET!

The age of micro mobility has just begun! Because more and more people have decided to live in cities, the original vision of 1996 about space-saving and practical mobility is more up-to-date than ever! Society is changing rapidly and so is the need for mobility. Electric light vehicles like the emicro will play an important role when it comes to future personal transportation. Governments are struggling to adapt their regulations fast enough to the speedily evolving technology. This is why we are a member of several commissions tasked with creating the future of mobility.

While change is very important when it comes to products, we focus on continuity in other areas. We want to maintain and improve our extremely high quality and ensure that we have spare parts for every product. It is not only a question of introducing new products to the market, we also make sure that there is a service structure behind. I am very proud to inform you that my

two sons Oliver and Merlin are ready and eager to be part of the company and will provide the family spirit to Micro Mobility Systems for the years to come.

Ongoing innovation will continue to be our primary goal. With our new range of electric scooters and the Microlino city car we not only want to design new products, but shake up the whole industry. Together with a passionate and dedicated team in more than 80 countries, we have succeeded in becoming a well-known global brand. At 57, I am happy to support the company in its development but will focus more on corporate strategy to ensure that Micro Mobility Systems is best prepared for the future.

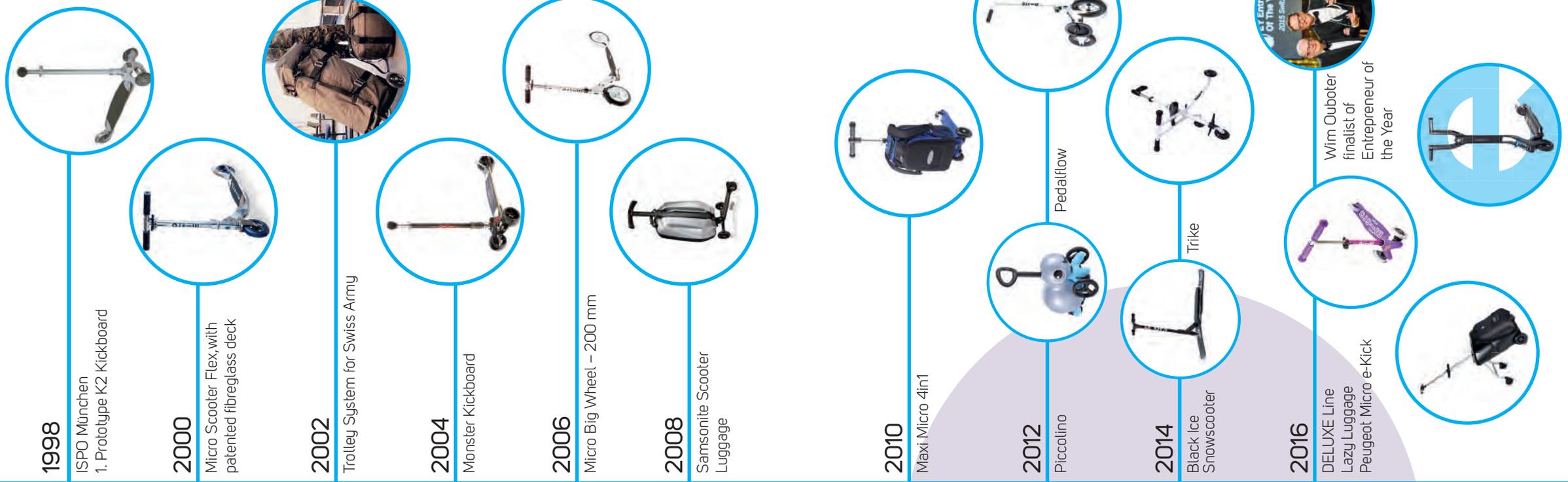
Wim Ouboter  
Founder and CEO





Driven by innovation

The original since 1999



# THE MICRO SUCCESS STORY



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 enough away to warrant getting the car or even the bicycle out of the garage. Without further ado, he invented the very first kickboard in 1997. However, his "kiddy scooter" didn't really appeal to any of his friends, and they showed absolutely no understanding for his vision of urban mobility. The prototype ended up in the garage – until his neighbour's son discovered it and started to use it as a leisure scooter. Its popularity among the kids led his wife Janine to recognise the po-

tential 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. Their wildest expectations were exceeded, and the press all over the world clamoured for the extraordinary story of the self-made man and his "bratwurstmobile". But the inevitable happened, and soon the market was flooded with copies of the Micro Scooter® and Kickboard®. Whereas Ouboter concentrated on quality and sustainability, the manufacturers of these plagiarised products

were only interested in quick, short-term gains. This led to a complete market collapse due to the price pressure caused by cheap imitations. "That saw the start of a really difficult period where, in effect, we had to go right back to the drawing board," recalls the inventor of the original. "Despite this, we learnt that, instead of simply taking on the copyists, it was more important to look to the future and concentrate on the rigorous further development of our products. We work passionately for our Micro brand, day after day." This ambition and the unshakeable faith in the product have paid off, as Micro is today once again the unchallenged market leader with representation in 80 countries around the world – twice as many as during the boom period. Thanks to Wim's visionary spirit, Micro enjoys a much broader customer base and is today better

positioned than ever in the clearly defined Kids & Teens (a new walker scooter from the age of 18 months), Freestyle (scooter is the latest skatepark discipline) and Adults (larger wheels) segments. Micro has made a lasting impact on the development of urban mobility, with exclusive innovations such as the Micro Luggage, a case with a folding kickboard (approved as hand luggage) which has made day-to-day life considerably easier for frequent flyers. Or the emicro, probably the lightest and most compact e-scooter in the world. It looks like a normal scooter, but the hub motor provides electric support and allows the rider to reach speeds of up to 25km/h. The latest coup is the Microfino, the mini-car that represents the first incarnation of Ouboter's "Reduce to the Max" vision on four wheels, available at the end of 2017.

Wim Ouboter with the first scooter prototype



# MICRO INNOVATION



1st Micro Scooter, 1999



Micro Scooter  
Luggage

**W**e believe that in order to remain market leader, we need to constantly innovate, innovation is our passion! Since the enormous success of the **first Micro Scooter in 1999**, our main priority was to avoid being a one-hit wonder, but to evolve constantly. When coming up with a new idea we always start with one simple question: how can we make getting from A to B more practical, time-saving and fun at the same time? Based on this we have introduced **more than 40 new products** and changed the way people think about personal transportation. One of these products is the Micro Scooter Luggage, it was the first hand luggage, which can be used as a Scooter as well.

"Innovation is our passion"



Micro Trailer

Another innovation is the Micro Peugeot e-Kick, an **electric Scooter**, which was designed in collaboration with Peugeot Designlab and can be connected to a **Smartphone App**. For parents we created the Trike which is the **world's lightest buggy** and can even be folded so flat, it fits into a backpack. For children we designed the Micro Trailer, which has enough space for toys and personal belongings. Our latest innovation might be as groundbreaking as the first Micro Scooter in 1999: an affordable, adorable **electric car called Microlino**, designed to be the perfect city car, and therefore ideal for sharing.



Micro Peugeot e-Kick

## Some innovate – others imitate

Being innovative as we are you can be sure to attract **copycats**. There are more than 200 companies that have tried to copy our products in the past. For this, we have a simple solution: we outrun them by always being one step ahead. It is hard to predict, what **personal mobility** will look like in the next years. But one thing is for sure: we will help to make it more practical, time-saving and fun.

# E-MICRO TECHNOLOGY

Innovation has been incorporated in Micro's DNA since its founding in 1997. It is the driver of value creation for our customers as well as for us as a team and company. In the following article we would like to introduce you to the **philosophy behind our constant thriving for innovation**. Following Simon Sinek's 'golden circle' principle, we will first lay out **WHY we think** innovation is key; secondly, we will introduce you to **HOW we develop** and innovate, and thirdly, we'll bring better into focus **WHAT exactly we do**.



## WHY do we innovate?

Micro's **purpose** is to make urban mobility easier and more enjoyable and convenient for everyone. The urban jungle is our home and we use all means necessary to make it a more **livable eco-system**. We question the status quo of urban transportation to find solutions to turn your everyday city travels from a necessary evil into **enjoyable quality time**.

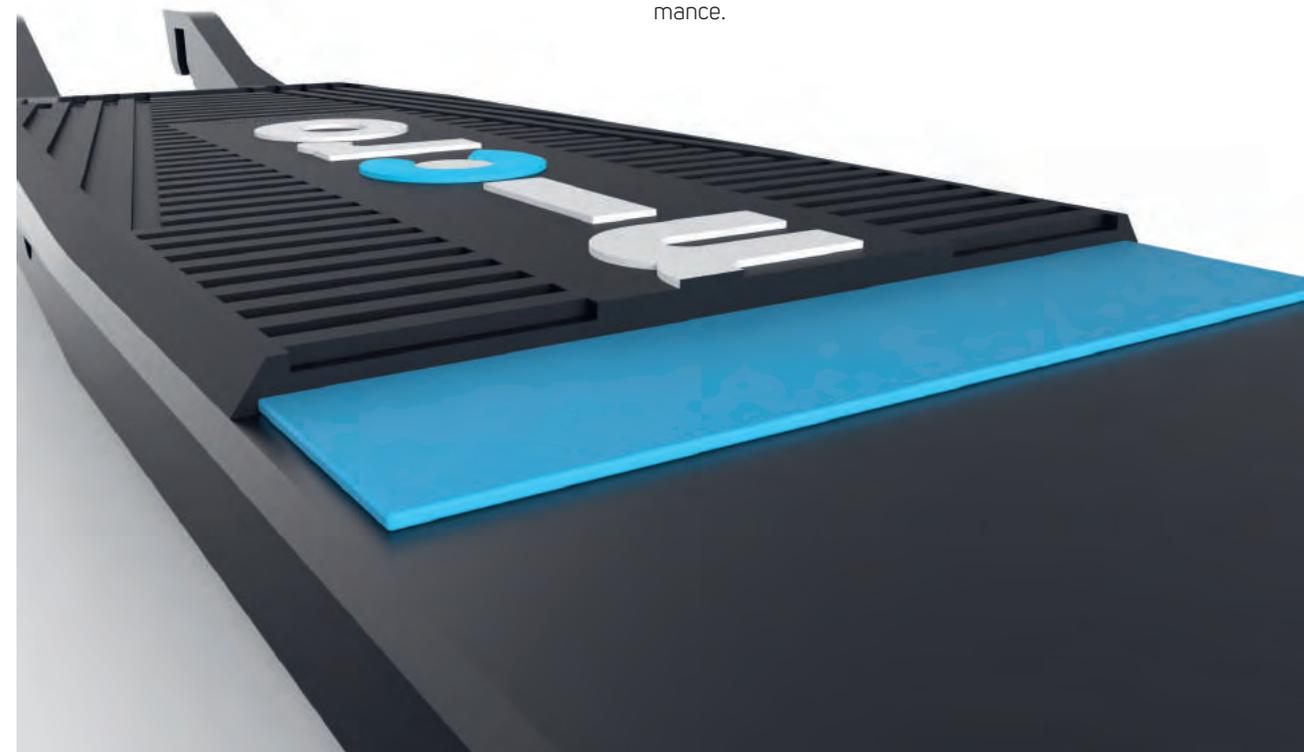
## HOW do we innovate?

Led by visionary founder Wim Ouboter, our Swiss head office is the fountainhead for all new product ideas. Thanks to close ties to a group of users and enthusiasts as well as through extensive, iterative market research, we quickly develop market insight and ensure a fast time-to-market. **A team of Swiss engineers and designers** work closely together in the prototyping and testing phase. High value is put on the seamless integration of the latest top-quality components into an aesthetic product design which can only happen with well-qualified and especially motivated staff. Early on already, the technical **team in our China office** was integrated in the process to ensure a smooth and rapid transition to the manufacturing stage.

## WHAT do we innovate?

This year we have come up with a couple of amazing new features in our emicro product range. First of all, there is our **new two-way twist throttle**. It lets you accelerate when you turn towards you and brake when turning away from you. This is a concept that has been used only in electric motorbikes by BMW so far, and is a global **novelty in the area of light electric scooters**. We believe it is a big improvement that makes riding easier and more efficient.

Secondly, we have made the emicro scooters ready for **connectivity**. The latest controllers are equipped with a Bluetooth chip; the **Peugeot Micro e-Kick** with the **MyPeugeot App** is our first model using this functionality. Thirdly, there is the new battery technology we are using starting with the X2 range. The latest Samsung and Panasonic cells come with a higher capacity while maintaining outstanding performance to make sure the new emicro range has the power on even longer journeys. We will keep investing in the latest **battery technology** to maintain the markets' best ratio between weight and performance.





# MICROLINO THE STORY



## How it all began

**A**fter discovering the old concept of the **ISO Rivolta from 1950**, 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 analyze our results and get the feeling of such a small car. Through all the positive reactions and excitement from people on the street, we knew that this project had to be further developed.

## 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. This was then presented to the public for the first time at the **Geneva Motor Show**. This generated **over 200 million media contacts** and within a week we received more than **500 orders**. In total, **over 2000 orders** have been placed since February 2016.

## Starting the production

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** (more about Tazzari in the next article). They will focus on all technical aspects of the car and production, while we are responsible for the design, marketing and distribution. Since April 2016, Tazzari has been building the second prototype which is as close as possible to series production. **Production of the first 500 vehicles** will begin in early 2018 at the Tazzari facilities in **Italy**.

Our initial focus will be on the European market, but we will enter other markets soon thereafter. **This will be achieved by granting licenses to manufacturers outside of Europe**, this allowing production and distribution to be organized 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**.





# JOINT VENTURE



## Joint Venture with Tazzari

In April 2016 we entered into 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 like **Ducati and Ferrari**. In 2005 **Erik Tazzari**, then 23 years old, became President of the Tazzari Group. He had always been fascinated by electric cars and wondered why there was no affordable such automobile on the market. So in 2006 he decided to change that. Erik Tazzari's objective was to create an **electric city car** with technical features never seen before, including an **innovative ultralight chassis** technology using aluminium

casting assembled with aerospace structural adhesives and the most advanced technology for the management of lithium batteries, **for extraordinary performance and autonomy**. Erik Tazzari could profit 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. Since then, thousands of Tazzari ZERO have been sold all over the world and been **driven millions of kilometers**. 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**.





# SMILES AND MORE

## Rethinking urban mobility

When designing the Microlino we thought about the density of cities nowadays. Is it really necessary to have a car with five seats, when normally you sit inside alone? And what about finding a parking space? **Do you need 200 hp outside of the racetrack?** We looked at all the cars on the market and found that **every single one of them was over-engineered.** Later, we discovered a car which was produced only until 1954, called the ISO Rivolta. It was originally developed to be affordable, as people after World War II did not have a lot of money. We became obsessed with this concept and asked ourselves: how can we make this concept modern while maintaining its retro spirit and charm?

## The birth of an icon

After having designed countless versions of the Microlino, we finally found the perfect one, futuristic yet retro. The Microlino has **two seats, a kerb weight of 450 kg, a range of 100 kilometers and a maximum speed of 100 km/h**, which is more than enough for an urban environment. It is just 2.4 meters long, which enables the Microlino to cross-park without risk of being too close to other cars, as it has a **front entrance.** Inside, the smart phone is the main gadget through which navigation, charge status and music can be controlled. There are also no built-in speakers, but **portable Bluetooth speakers**, which can be used outside of the vehicle if desired. The selling price is **around 12'000 Euros**, less than a car but a bit more than a motorbike. The Microlino can be recharged at any **conventional domestic power socket** in just four hours.

## Eco-friendly to the max

Due to its small size and lightweight construction, **40% fewer parts** are required. Therefore, it needs far **less energy** than a normal electric car when driving. Since **67%** of the electricity worldwide is generated with **fossil fuels**, an electric car is only sustainable if it does not consume too much energy. For these reasons, the Microlino might just be the world's **most eco-friendly car.** Even if you use it only as your second car, its low energy consumption in both production and usage will dramatically **lessen your overall CO2 emission.**

## A happier driving experience

Driving a Microlino is not just eco-friendly, it is also **a lot of fun.** The short length and lightweight construction make it extremely nimble and perfect for cities around the world. **Finding a parking space** has never been so easy! In summer the roof can be opened to let the sunlight in, in winter the heating can be turned on to keep you warm. Oh, and one more thing: **it will make you and everyone else smile.**



# MICRO THE FAMILY BEHIND THE BRAND

# m - c r o

For us, next generation applies not only to mobility, but also to the company in general: Oliver and Merlin Ouboter, sons of the founder, are already involved in the company.

## I AM ESPECIALLY PROUD OF MY FAMILY

Wim Ouboter

Despite great success with Micro and much hustle and bustle, my first priority has always been my family. As longstanding Chief Financial Officer and great support, **my wife Janine** has played her part, and the company has enriched our family life.

Many interesting discussions at the family table over the years 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 want to actively shape the future of the company!

## PART-TIME JOB AT MICRO

Oliver Ouboter

Since I am still a student at HSG University St. Gallen, I started at Micro with only a few responsibilities. Initially I managed one **social media** account, and am now in charge of all such accounts of **Microlino** and Micro Worldwide. Together with our in-house filmmaker Benjamin Friant, I shoot product and **lifestyle videos** for Micro. Since its very beginning, I have been involved in the **Microlino car project**, which is a sort of startup within our company. For my bachelor thesis in 2017, I will work out a concept for the **distribution strategy of the Microlino** car, and this will be supervised by one of my professors who is an expert in this area.



Micro Inventor Wim Ouboter with his wife Janine, dog Snoopy, and his sons Merlin, 21, and Oliver, 22

## MY INTERNSHIP AT MICRO

Merlin Ouboter

In autumn 2015, I started my **internship at Micro** after graduating from Gymnasium. Initially, I worked for two weeks at our flagship store in Küssnacht, where I familiarized myself with all the shop procedures. At the same time, I was extensively involved in the new **Microlino car project**, and among several other tasks, set up the Facebook page for this new venture. After about two months, it has about 10,000 "likes" and is growing continuously. Micro's first participation in the "Who's Next" Fashion Fair in Paris was also exciting, and demonstrated that our products are very well received in the fashion world. After the trade show in Paris, I helped with the organisation of the booth at eCarTec and worked at the show with two Micro employees.

In November, I flew to China **together with Pascal Studerus**, the product manager for the Microlino project, to supervise the construction of the first prototype. During my time in China, I filmed the development of the prototype and took part in decision-making on important issues, such as defining the colour and interior of the car etc.

I am very grateful and proud that I have 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 have had many more fascinating experiences.

# MICRO COOPERATIONS



Peugeot 3008

## PEUGEOT

### HYBRID KICK AT THE PARIS MOTOR SHOW: SMALL PRODUCT – BIG IMPACT

At the 2016 Paris Motor Show, which showcases the latest automobiles, it was our two-wheeler that was the centre of attraction. The Peugeot Micro e-Kick, a hybrid scooter that can accelerate up to 25 km/h, was presented together with Peugeot's new 3008 SUV and attracted many visitors. The **hybrid kick** is the result of a collaboration between the Micro inventor Wim Ouboter and the French car manufacturer Peugeot. With the integration of a special stowage place for the scooter in the boot of the 3008, Peugeot and Micro are pursuing

a joint strategy for urban mobility. The 3008 has a Dockstation with a **Bluetooth connection** to the **My Peugeot app**; the app provides information about the Scooter, such as battery charge, average speed, and total distance travelled and can be seen on the car display and on mobile phones. The two lifestyle products form a clean and very elegant union in their design. This seemed to capture French President and well-known scooter fan **François Holland's** fancy when he was the very first to get a look at the world premier at the motor show.

## VIBRAM

### COOPERATION OF TWO INDUSTRY LEADERS

For the development of our Micro Black & White Deluxe we teamed up with **Vibram**, the leader in the manufacture of high-performance rubber soles. The sharing of know-how, design and specialised expertise between the firms has led to the launch of the **Micro Black & White Deluxe**, the new city scooter built by **Micro Mobility** fitted with a **Vibram rubber insert** on the deck.

The Vibram rubber insert guarantees an excellent **grip, safer and more comfortable support** and enhanced **balance** on one foot. The footpad insert is made of **Vibram's Morflex** com-

pound – characterized by its lightness, high shock-absorbing properties and optimisation of energy use – combined with a special suction design. The advanced rubber compound used for the footplate insert helps to improve the performance of the **Micro Scooter powered by Vibram UpSideDownSole** by making it more comfortable to ride.

The partnership between Vibram and Micro arose from our shared goal of strengthening micro mobility as a civilized and intelligent practice, ideal for practical and sustainable city travel.



## SUITSUPPLY

### SUIT UP AND RACE OFF! DUTCH MENSWEAR LABEL MEETS SWISS KICKBOARD PIONEER

This pretty much sums up the cooperation between kickboard-maker Micro and the successful **Dutch fashion 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. 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 extraordinary colours and a bold, nonchalant style.

Micro, too, favours the unconventional. Several years ago they invented a unique traveling gadget: the Micro Luggage. A hand luggage-sized cross between suitcase, trolley and kickboard.

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 highly useful 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, owner of Suitsupply**. The successful 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 the Race Case exclusively in the Suitsupply stores and online.



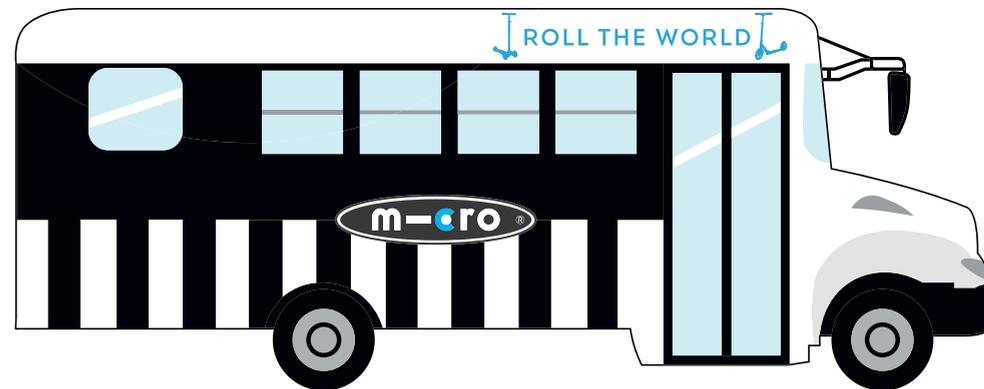
For further information:



# MICRO NEWS

# MICRO USA THE TRUCK

MICRO ACCESS PROJECT  
OFF-ROAD WHEELCHAIRS FOR MEXICO



**Y**ou only have to test ride a Micro to know that you **HAVE** to have one! Our stores across the US know this and most will let customers take the scooter of their choice out for a spin to see how **smooth-gliding** they are.

In the US we decided to leverage that idea by putting a **Micro Truck on the road** (like a food truck but serving up scooters!) to try and reach people in an unprecedented number of venues, basically a travelling **pop-up shop and showroom**. So, over the last year you may have seen the Micro Truck at countless large events across the US, from the **Superbowl, to the Consumer Electronics Show,**

to music and film fest SxSW and even at the LA Auto Show. The scooters and the **Micro Truck team, Aaron and Finney,** were equally a hit at universities and neighborhood food truck nights, toy store safety days and just about any other kind of gathering you can think of. Wherever they went, we saw sales rise!



We translate our vision “Mobility for everyone” into action, giving freedom of movement to one hundred mobility-impaired people in Mexico. This time it is not in the form of the well-known micro scooters, but with innovative, easy manoeuvrable, all-terrain wheelchairs.

**L**everaged Freedom Chairs (LFC wheelchairs) are almost twice as fast as normal wheelchairs and have off-road capabilities. 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.

“With the **donation of one hundred wheelchairs,** we advance our vision of ‘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 jobs in Mexico.

## 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 some of whom could never leave their homes due to their limited mobility,” said Wim Ouboter, inventor of the Micro Scooter and CEO of Micro Mobility Systems.





MICRO AT  
25HOURS HOTEL ZÜRICH WEST

## URBAN LODGING MEETS URBAN MOBILITY

The **25hours Hotel Zurich West** is located in the west of the city. Decorated with 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**.

## MICRO SCOOTER FOR GOOGLE HEADQUARTERS

Google Headquarters has decided use Micro Scooters for the **in-house transportation** to go from one building to the other. The employees save time, they are **three times faster** in other words more efficient and they enjoy the feeling of surfing on two wheels down the hallway. We are sure many other companies will follow and see the potential of different means of **in-house transportation**.



# MICRO CELEBRITIES

The list of celebrities, who use Micro products is quite long. See for yourself!

**D**avid 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 | Naomi Watts, Samuel Watts | Gwyneth Paltrow, Moses Martin | Matthew McConaughey, Levi Alves McConaughey | Katie Holmes, Suri Cruise | **Michael Schumacher** | Gwen Stefani, Zuma Rosedale | 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 | **Karolina Kurkova**, Tobin Kurkova | 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 | **Novak Djokovic** | **Roger Federer kids**

and many more!

For further information and pictures search:  
Google/Pictures, search for Micro Scooter Celebrity



## THE GREATEST ZURICH PIONEERS SINCE 1900

60 PERSONALITIES WHO LIVED IN THE CANTON OF ZURICH 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.



## WIM OUBOTER ON TOP TEN INVENTORS LIST

**Micro Inventor Wim Ouboter has been named on the Top 10 Toy Inventors list, a survey of 2'000 inventors, carried out by Toy News Magazine. He's in great company, also on the list is LEGO inventor Ole Kirk Christiansen.**

THE TOY INVENTORS' TOP TEN INVENTORS:

1. **Ole Kirk Christiansen – LEGO founder**
2. Frank Hornby – British inventor of Meccano, Hornby Model Railways and Dinky Toys
3. Erno Rubrik – 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 Scoot – 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

## HIDDEN CHAMPION

The expert for worldwide market leaders, German Professor Hermann Simon, considers Micro Mobility Systems as **one of the 100 hidden champions in Switzerland.**

## MICRO SCOOTER DESIGN CLASSICS

The original Micro Scooter and the Kickboard from 1999 are already considered **Swiss design classics**. The **Museum of Design** in Zurich exhibits all of the Swiss design classics in an imposing display. The two Micro products in the exhibition are featured impressively with image and text in the book **"100 Years of Swiss Design"**. Through nominations of this kind, Micro products become timeless classics. Our passion is to design and develop mobility products that will also meet this challenge in the future.



## 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. Congratulations!

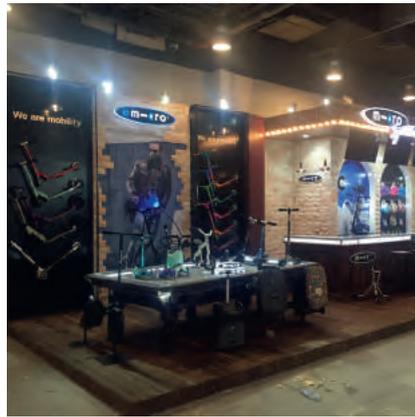




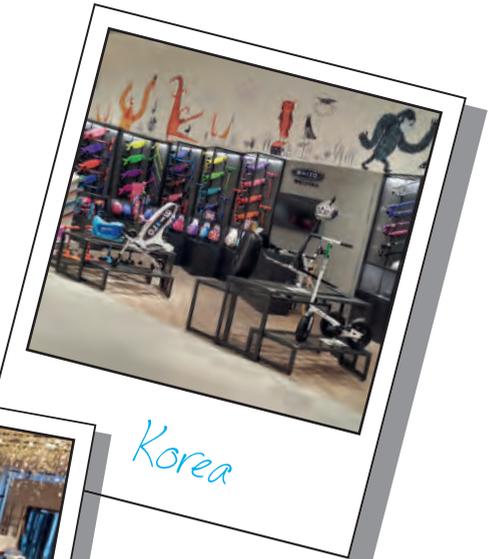
# MICRO'S GLOBAL TRADESHOWS



# MICRO POS AROUND THE WORLD



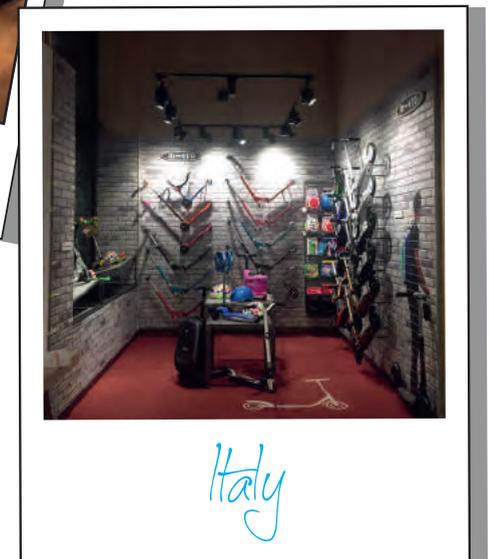
UK



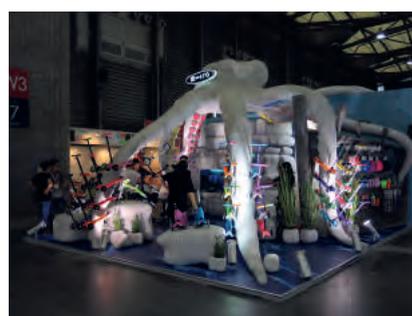
Korea



France



Italy



Micro products are available worldwide at specialist shops and online. Our distribution partners all over the world do everything to ensure that our micro mobility concept is implemented appropriately at the point-of-sale of their dealers. Here are some good examples of how Micro products are displayed in different countries. Thanks to all the dedicated Micro partners!

# MICRO KIDS DAY

*"That was the coolest morning since I have started school! Thanks for showing me how to brake properly! Will you come back tomorrow?"*

## MICRO SCOOTER KIDS DAY TEACHES SAFETY AND IS FUN

For eight years, **Micro Scooter Kids Days** have been pleasing children, teachers and parents. With the Scooter activity 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 about safety on Scooters, held at schools in Switzerland. "What could be better than the opportunity to experience happy, enthusiastic children with sparkling eyes, enjoying the Micro Scooter Kids Day?"

René Lauper  
New Mobility Safety Projects Association  
NMSP Project Manager

MICRO SCOOTER KIDS DAY  
[www.newmobility.ch](http://www.newmobility.ch)



## SAFETY TRAINING FOR KIDS THE PROJECT ROLLERKIDS BRINGS A GREAT DEAL OF ENERGY TO GERMAN PLAYGROUNDS.

The programs at the center of modern exercise focus on Scooters and Inlineskates.. In trainer-led workshops, on the subject of mobility and traffic safety, the children learn a great deal and have fun at the same time. "Thanks to the support of Micro Mobility, the ten **RollerKIDS Mobile** units we currently have are always best equipped with scooters and protectors. It is possible only with high quality equipment for us to make the joy of movement a lasting experience for children", says 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, with Micro, we have had a competent, reliable partner at our side, which **focuses totally on children and young people** and identifies one hundred percent with the objectives of RollerKIDS.



Information about RollerKIDS is available at [www.roller-kids.de](http://www.roller-kids.de)

## MICRO FLAGSHIP STORE KÜSNACHT

Our **flagship store in Küsnacht**, presents our entire range of Micro products. Located directly on Seestrasse, easily accessible by car or train with enough parking. Our staff will give you expert advice and all the information on our different models and you can 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 Scooter for you.



# MICRO PRICES



## THE STORY BEHIND THE PRICE

**W**e are often asked one simple question: "Why are you more expensive than your competitors on the market?" Well, there are several reasons for this. The first one is our **high quality**. We use only the best, top-notch materials for all of our products and maintain extremely high standards. Our products are continuously tested in order to be **safer and last longer**. In addition, we have a repair service with spare parts for every single product, in case something is damaged or wears out. **Micro products are made to last a lifetime!**

Another justification for the prices is our belief in the **social responsibility of a company**. In our factories we establish and ensure good working conditions in order to maintain a long-term

relationship with our employees. This is why many of them have been **working for us for almost twenty years!** Another aspect of our social responsibility is our humanitarian dedication. Last year, for example, we donated 100 off-road wheelchairs to disabled people in Mexico.

How about another example? The third reason is our **passion for innovation**. Every year we reinvest our profits to create new products that make getting from point A to point B more practical, time-saving and fun. To this end, we invented the first Micro Scooter in 1999, the Mini Micro for children and the Scooter Luggage for travellers. On average we introduce **three new innovations to the market**. So the decision is yours: high-quality innovation or cheap knock-off?

## MICRO CHINA INLINE SKATES

**S**ince 2002 **Micro Inline Skates** have been sold successfully in China. As of January 2017, Sunny and Pang are our new partners and have taken over full responsibility for the Micro Inline Skate business worldwide. Micro Inline Skates is set up as a separate company to develop and market the complete line of products which will also be sold outside of. **For many years, the Micro Inline Skates have been the strongest inline skate brand in China.** We see great potential in cooperation with our scooter sales.

Inline skates played a big role back in 1999 when **K2**, the inline skate specialist, successfully began selling our kickboard. Now 18 years later, Micro Scooters and Kickboards will help the inline business grow worldwide. With Sunny and Pang, we have **a passionate team** to run the business not only in China, where they have been very successful, but also **worldwide**.

Micro wishes Sunny and Pang a good start in the new enterprise and a productive, long-lasting partnership with Micro International.





DISRUPTIVE INNOVATION  
**SMILES & MORE**  
PASSION  
**DESIGN**  
**MOTION**  
PORTABLE MOBILITY  
**CORPORATE**  
Kickboard

**TEAM WORK**

# WE ARE MOBILITY

**HIDDEN CHAMPION**  
**CREATIVITY**

ECO-FRIENDLY  
**SPIRIT**

MOBILITY FOR EVERYONE  
**INNOVATION**  
**SCOOTER**  
**COLOR**

INNOVATION IS OUR PASSION  
**TEAM**  
CHANGE YOUR MIND SET  
**IDEA**  
MICROLINO

**WE ARE ELECTRIC**  
**FUN**  
BRAND

The image features a solid blue background with a large black circle on the right side. Two white diagonal lines cross the circle. The text 'MICRO PRODUCTS' is written in white, bold, sans-serif font, positioned between the two lines and partially overlapping the black circle. 'MICRO' is on the top line and 'PRODUCTS' is on the bottom line.

**MICRO  
PRODUCTS**

# ELECTRIC

## WE ARE ELECTRIC

**O**ur electric scooters are the **most compact solution** for making every day journeys stylish and stress-free again. In the **urban jungle**, there is no quicker and more flexible form of transport. The **emicro lifestyle** embodies the total freedom of being able to decide for yourself whether you would rather cruise along on the emicro or just fold it and take it along on the train. The electric scooters by Micro are captivating because of their modern and compact design, lightweight, high-tech materials and the amount of power under their belts. **Developed in Switzerland**, a lot of value is being placed on seamlessly integrating the newest and highest-quality motor technologies into a modest and elegant design.





## EMICRO ONE

The active and sporty speedster

If you value high-tech items and want to get out and about in the city in a way which is both **quick and athletic**, then the emicro one is perfect for you.

Using electric power, the sophisticated sensor recognises and supports the rider's kick to the floor – a unique riding experience! The emicro one is light and compact but at the same time, powerful and fast. With the emicro one, the daily commute becomes an **active outdoor experience**, where you have the freedom to fold the ultra-compact scooter at any time and take it along on the train or in the car. The emicro one is **the perfect vehicle for active urban people**.

Awards:



Video:



motion control



10 – 15 km



uphill support  
up to 500W



150/120 mm



2.5Ah/90 Wh



7.5 kg

"first hybrid  
electric scooter"





## PEUGEOT MICRO E-KICK

The ultimate park and ride solution

The Peugeot Micro e-Kick is the result of a cooperation with the **French car brand Peugeot**, is an accessory for the new **Peugeot 3008 SUV** and is being sold by Peugeot and Micro dealerships.

The scooter is based on the well-proven electric scooter from Micro, the emicro one, and is enhanced with some amazing additional features. The e-Kick also works with a kick-assisted system that supports each of the riders' kicks with energy to zip around the city with up to 25 km/h. Its light weight of only 8.5 kg and compact design make it the perfect companion for **the last mile in the city center** or your everyday commute. One e-Kick special feature is the leading edge design of its aluminum body designed by reputable Peugeot Design Lab. **The handles and front part fold up** neatly so that the e-Kick can be pulled like a trolley and stored in the smallest possible space. Another feature is the **connectivity** letting you check the battery charge and speed on your mobile on the My Peugeot App. The Peugeot Micro e-Kick is our **design lovers favourite**.

Video:



motion control  
(kick-assistance)



10 – 15 km



max 25 km/h



150/120 mm



bluetooth  
connected



8.5 kg



"trolley  
function"

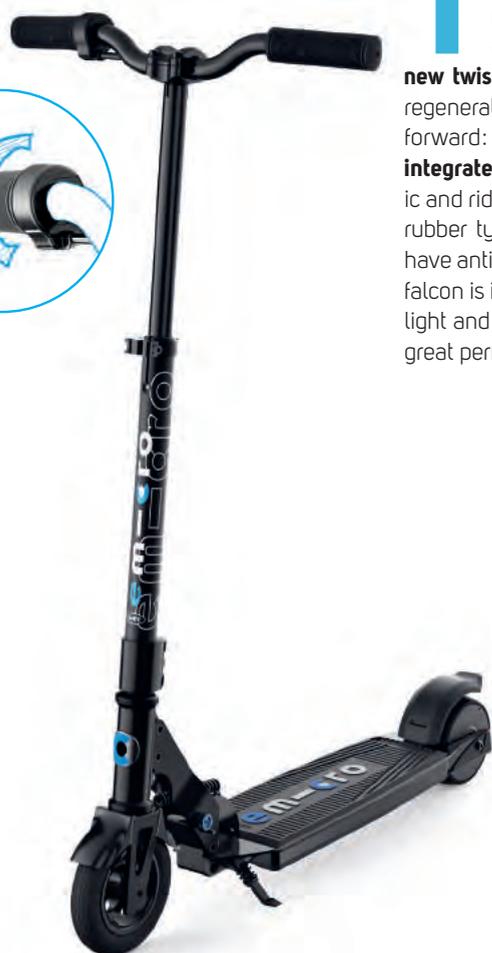


New

**EMICRO FALCON X3**

The ultra-compact and practical sprinter

The emicro falcon combines the compact dimensions of the emicro one with state of the art innovations for straightforward use, added safety and **improved comfort**. It is operated with the **new twist grip** with which you can accelerate or brake, regenerating energy, by twisting the grip downward or forward: it is really easy. There is a rear light with an **integrated brake light** to increase visibility. Riding dynamic and riding comfort are improved even more by the new rubber tyres and the upgraded grip tape, both of which have anti-slip surfaces and an EVA foam core. The emicro falcon is ideal for anyone looking for a scooter which is as light and as small as possible, easy to use, powerful and great performance.



twist throttle &amp; motion control



8 – 15 km



rear light



150/120 mm



twist grip



7.5 kg

“innovation is our passion”



New

### EMICRO EAGLE X3

The comfortable and simple runner

With its large wheels, the emicro eagle provides **smoothness, stability and shock absorption** to ensure highest comfort on all roads.

This electric scooter is the best of both worlds: The short deck means that it is lightweight with compact measurements, while the large wheels provide an extraordinary riding dynamic and level of safety. Thanks to the twist grip with integrated regenerative brake, it is extremely easy to use. Furthermore, with the **stylish rear lights** with an integrated brake light, you can be seen from a distance. The emicro eagle is the perfect accompaniment for people who sometimes travel to work on uneven surfaces and at the same time value portable, lightweight construction.



46



Big wheels

- twist throttle & motion control
- 8 – 15 km
- rear light
- 200 mm
- twist grip
- 8.5 kg



New

## EMICRO CONDOR

The convenient and persistent cruiser

The emicro condor is our solution for people who have had enough of doing the daily commute on a packed train and instead would rather **cruise to work** in the open air.

Thanks to the **large battery** and comfort, journeys of more than ten kilometres can be made effortlessly. This high-end scooter is the lightest electric scooter in the world in the end-to-end model category. In addition to this, using the unique two-way twist grip is intuitive and efficient. The ingenious combination of EVA foam core in the front wheel and grip tape absorbs impact and vibrations, which means that you can cruise over any uneven surface.

The emicro condor is a high-end scooter with outstanding performance ability and comfort, even for **long distances** in the urban jungle.



Big wheels

48

- twist throttle & motion control
- 18 – 25 km
- rear light
- 200 mm
- twist grip
- 9.5 kg

Specials		The active & sporty speedster	The design lovers favourite	The ultra-compact and easy-to-use sprinter	The comfortable and simple runner	The convenient and persistent cruiser
Comfort		●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
Portability		●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
Weight		7.5 kg	8.5 kg	7.5 kg	8.5 kg	9.5 kg
Range		10 – 15 km*	10 – 15 km*	8 – 15 km*	8 – 15 km*	18 – 25 km*
Charging Time		1h	1h	1h	1h	2.5h
Uphill Power		uphill support up to 500W	uphill support up to 500W	15% incline up to 500W	15% incline up to 500W	15% incline up to 500W
Program		motion control (kick-assistance)	motion control (kick-assistance)	twist throttle & motion control (kick-assistance)	twist throttle & motion control (kick-assistance)	twist throttle & motion control (kick-assistance)

\* depending on riders weight, terrain, program and other factors

# MOBILITY

## WE ARE MOBILITY

**A**dult commuters are increasingly the focus of Micro's attention today. The core elements of our "Urban Mobility" are the compactness of our products and **compatibility with public transport**. In contrast to the bicycle, they can be carried at any time on all means of transport, and a parking space is not required at the workplace. It comes as no surprise that Micro – and in particular the emicro one – has become **a last-mile transporter** and a lifestyle companion for so many. On a totally unsponsored level, today **over 250 celebrities** contribute to this increasingly glamorous factor.



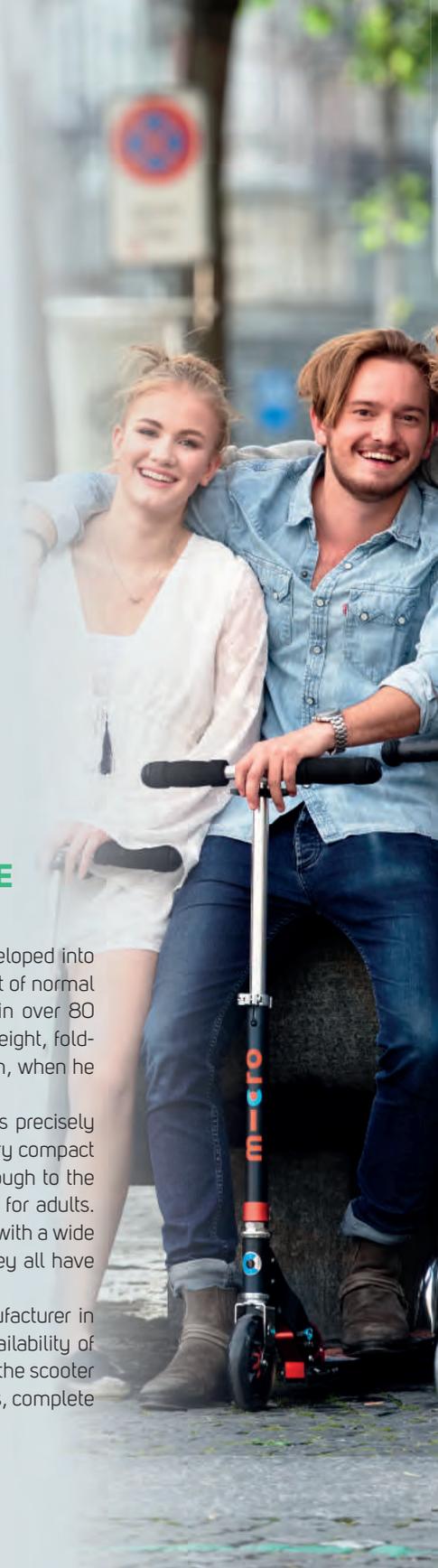
# SCOOTER

## MICRO SCOOTERS – ONCE AROUND THE WORLD AND BACK

What began in the nineties as a huge boom, developed into a media spectacle around the globe is today part of normal **everyday mobility life** for children and adults in over 80 countries worldwide. The Micro Scooter. Lightweight, foldable and easy to ride – this was **Wim Ouboter's vision** back then, when he invented the first aluminium scooter.

We are mobility – for everyone! This is our passion and this is precisely how the entire product range presents itself today. From the very compact Micro Scooter Sprite, which is suitable for school children, through to the **high-end Suspension Scooter** with front and rear suspension – for adults. With us, there is the right Micro Scooter for everyone. Equipped with a wide variety of features, depending on the intended purpose, but they all have one thing in common: **functionality, design and quality.**

Did you know, for instance, that we are the only scooter manufacturer in the world that offers spare parts service? So we guarantee availability of **spare parts for 10 years** after the last production run. All parts of the scooter can be replaced if necessary, whether individual screws, handles, complete handlebars and so on.

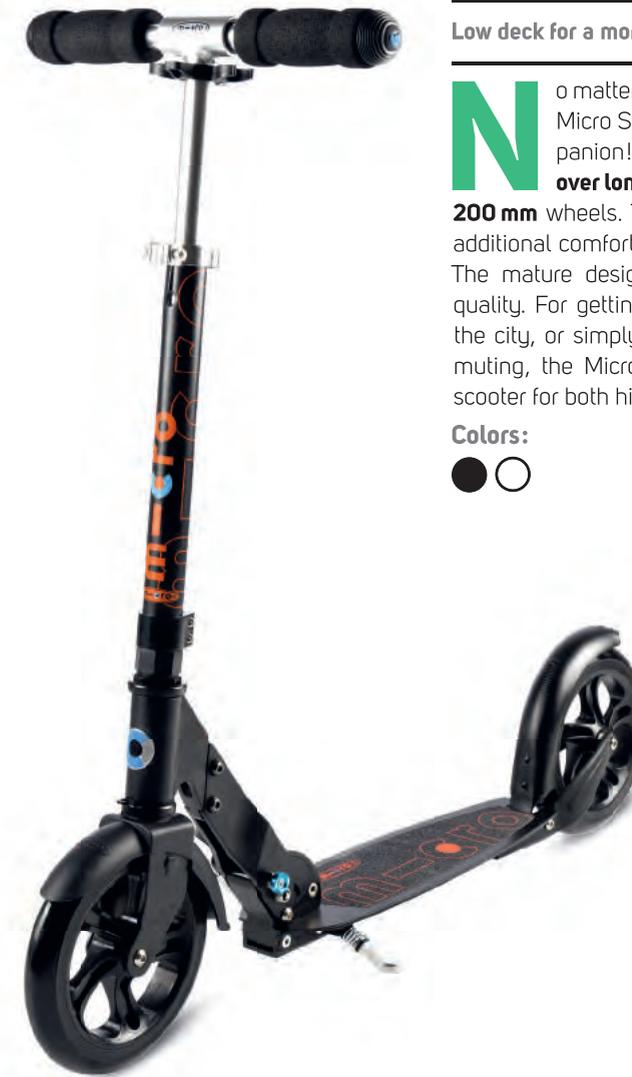


## MICRO WHITE MICRO BLACK

Low deck for a more ergonomic posture

**N**o matter how far or where you want to go – the Micro Scooter White & Black is your true companion! It is particularly pleasant to ride, **even over longer distances**, thanks to its extra-large **200 mm** wheels. The low deck ensures that you enjoy additional comfort and can adopt an ergonomic stance. The mature design impresses through elegance and quality. For getting places quicker and seeing more of the city, or simply as a faithful companion when commuting, the Micro Scooter White & Black is the ideal scooter for both him & her.

Colors:



low deck



200 mm



adults



72 – 103 cm



100 kg



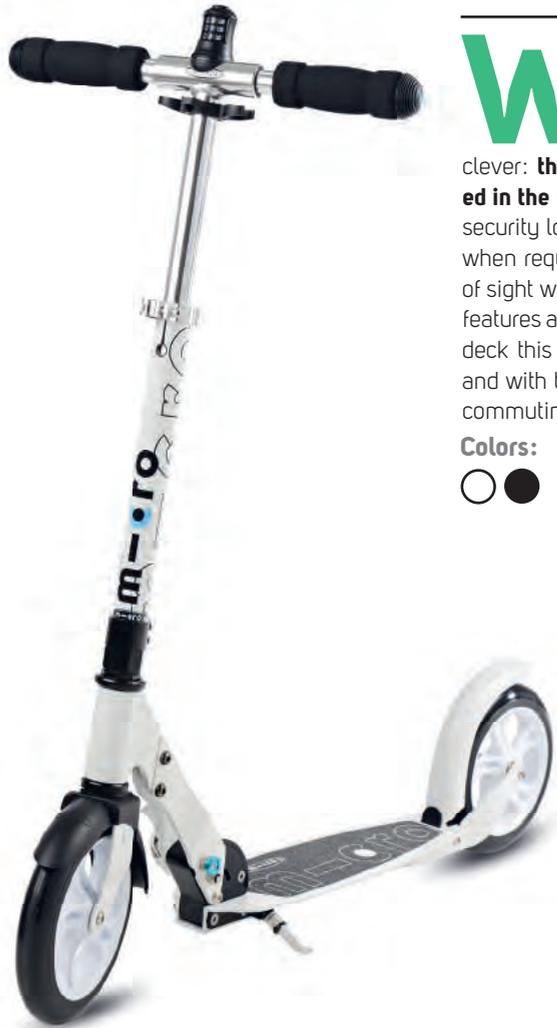
4.7 kg

## MICRO BLACK INTERLOCK MICRO WHITE INTERLOCK

The Adult Scooter – Integrated locking system included

With the Micro Scooter White & Black Interlock, your security lock is always present and ensures that your Scooter does not suddenly change hands! Particularly clever: **the security lock** (combination lock) **is integrated in the handle bar** and is always ready for action! The security lock can be easily removed from the handle bar when required for use and stowed away completely out of sight when not in use. Apart from this, it has the same features as the Micro Scooter Black & White. With the low deck this scooter supports an ergonomic riding posture and with the 200 mm PU wheels is the ideal scooter for commuting.

Colors:



Awards:



“Klick and lock!”



54

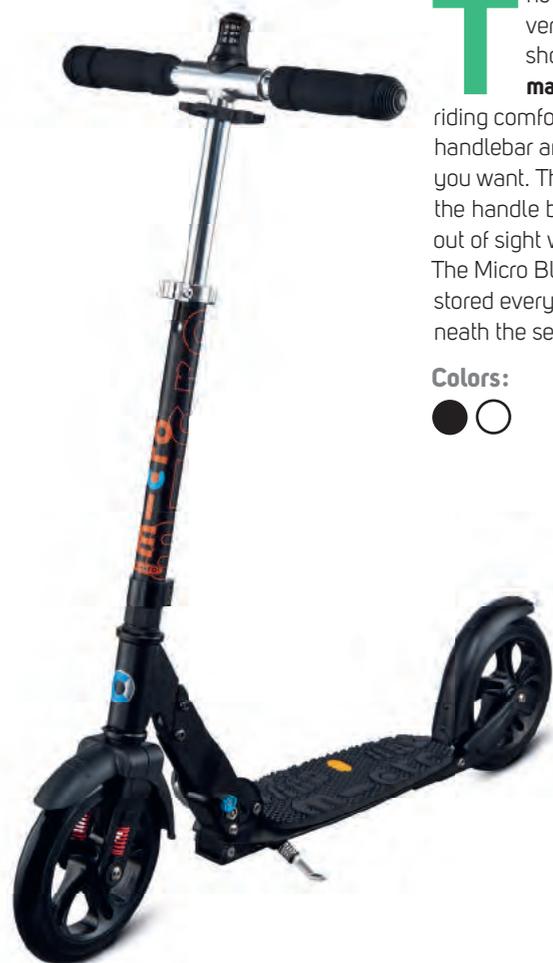
interlock	200 mm	adults
72 – 103 cm	100 kg	4.7 kg

## MICRO WHITE DELUXE MICRO BLACK DELUXE

The luxury scooter with integrated lock

**T**he Micro White & Black Deluxe is the luxury version among the adult scooters. With the shock-absorbing griptape from the **italian sole manufacturer Vibram** and the **front-suspension**, riding comfort is guaranteed! The lock is integrated in the handlebar and enables you to lock the scooter anywhere you want. The cable for locking can easily be pulled from the handle bar when used and stowed away completely out of sight when not in use. The Micro Black & White Deluxe can be easily folded and stored everywhere, whether in the trunk of a car or underneath the seat in public transport.

Colors:



interlock, vibram,  
front suspension



200 mm



adults



72 – 103 cm



100 kg



4.8 kg

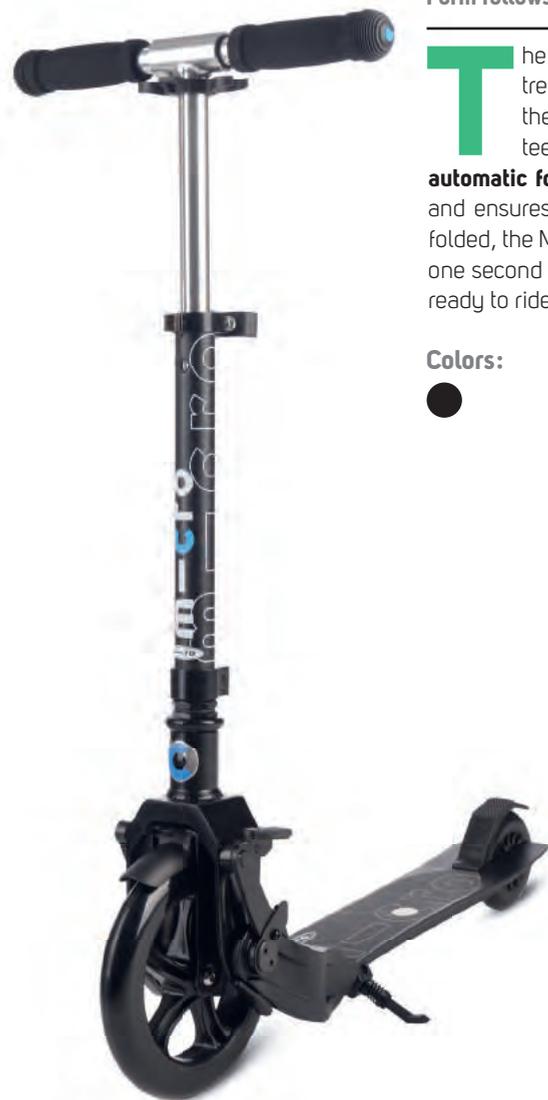


## MICRO EAZY

### Form follows function

**T**he Micro Eazy **is all about functionality.** It is extremely compact, yet comfortable to ride. With the big front wheel, a smooth ride is guaranteed even on rough surfaces. The brand new **automatic folding-mechanism can be activated by foot** and ensures an effortless folding of the Scooter. When folded, the Micro Eazy can be pulled like a trolley. Within one second it can be unfolded again and is immediately ready to ride.

### Colors:



"one second folding"



foot folding



200/100 mm



adults



69 – 100 cm



100 kg



4.85 kg





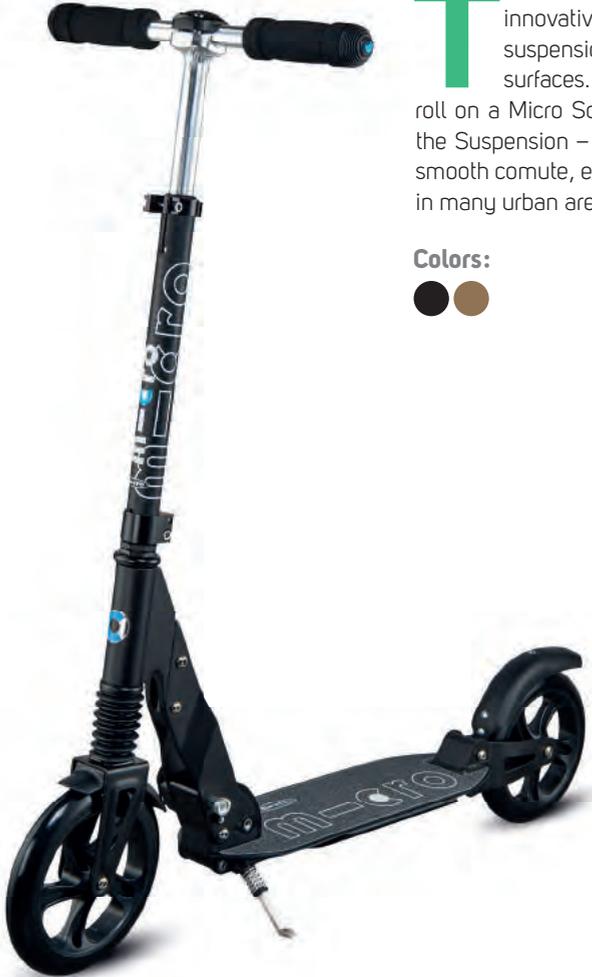
60

## MICRO SUSPENSION BRONZE MICRO SUSPENSION BLACK

No shocks, no vibrations – just relax ...

**T**his Micro Scooter does its name justice with an innovative combination of both front and back suspension, to tackle even the roughest of road surfaces. **There's no shake or rattle** when you roll on a Micro Scooter, and that is especially true with the Suspension – the best scooter for an extraordinarily smooth commute, even on the uneven road surfaces found in many urban areas.

Colors:



suspension



200 mm



adults



84 – 106 cm



100 kg



6.1 kg

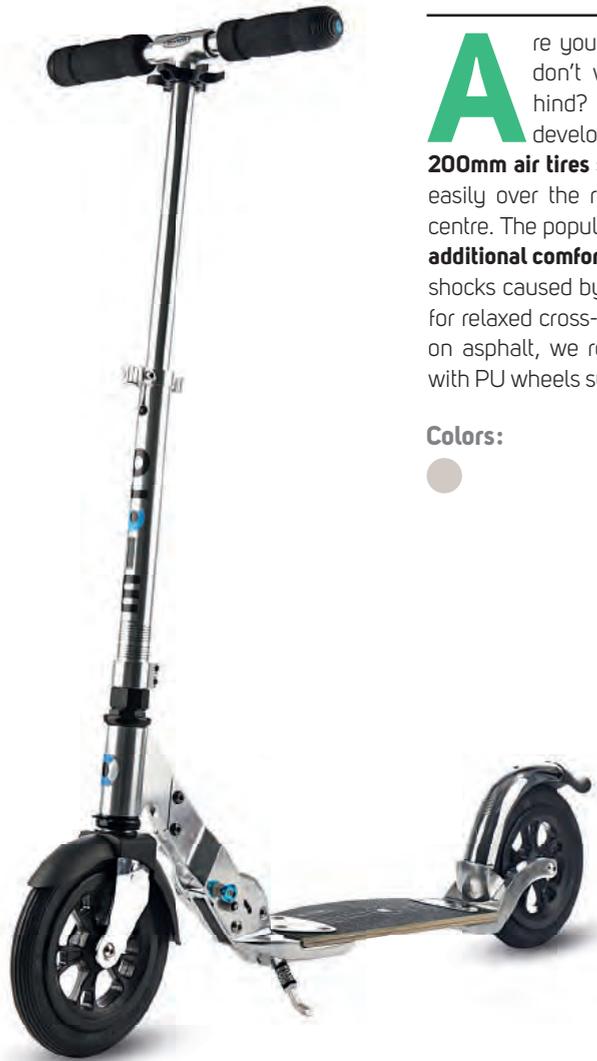


## MICRO FLEX AIR 200MM

Air wheels make stony and nature paths easy to negotiate

**A**re you planning a trip to the countryside, but don't want to leave your Micro Scooter behind? Don't worry, that's precisely why we developed the Micro Scooter Flex Air! **The 200mm air tires** smooth out every gravel path and glide easily over the roughest cobblestones in the old town centre. The popular wooden and fiberglass deck **provides additional comfort** during the ride because it absorbs any shocks caused by **uneven surfaces**. It's the ideal Scooter for relaxed cross-country rides. But if you prefer to travel on asphalt, we recommend that you choose a Scooter with PU wheels such as the Micro Scooter Black or White.

Colors:



↖  
Air wheels



flexible deck



200 mm  
air wheels



teens & adults



73 – 102 cm



100 kg



4.85 kg



**MICRO FLEX AUBERGINE 200MM**  
**MICRO FLEX BLACK MATTE 200MM**  
**MICRO FLEX BLUE 200MM**

Flexible wooden deck with fiberglass for more comfort

**E**legant, compact and comfortable – that’s the Micro Scooter Flex. Its flexible **wood and fiberglass deck** sways in unison with the motion during the ride, skillfully absorbing any shocks and vibrations on uneven roads. Ideal for relaxed city tours or as a companion on the way to work. The superior-quality PU (polyurethane) wheels have a diameter of 200 mm, thanks to the thickness and quality of the PU, the wheels absorb bumps, contributing to a very smooth ride. Available in three different colors.

Colors:

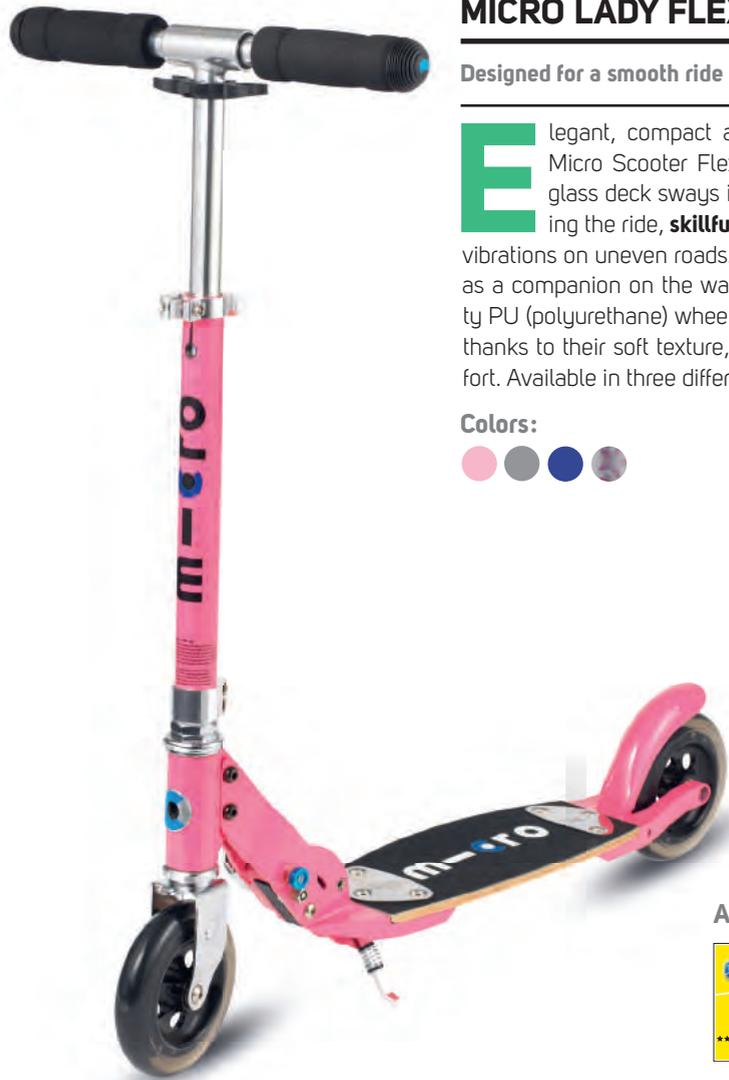


“suspension board”  
↖

64

 flexible deck	 200 mm	 teens & adults
 73 – 102 cm	 100 kg	 4.85 kg





**MICRO FLEX PINK 145 MM**  
**MICRO FLEX ALU 145 MM**  
**MICRO FLEX SAPPHIRE BLUE 145 MM**  
**MICRO LADY FLEX 145 MM**

Designed for a smooth ride

**E**legant, compact and comfortable – that’s the Micro Scooter Flex. Its flexible wood and fiber-glass deck sways in unison with the motion during the ride, **skillfully absorbing any shocks** and vibrations on uneven roads. Ideal for relaxed city tours or as a companion on the way to work. The superior-quality PU (polyurethane) wheels have a diameter of 145mm, thanks to their soft texture, contribute to additional comfort. Available in three different colors.

Colors:



Awards:



flexible deck

145 mm

teens & adults

68 – 96 cm

100 kg

4.23 kg

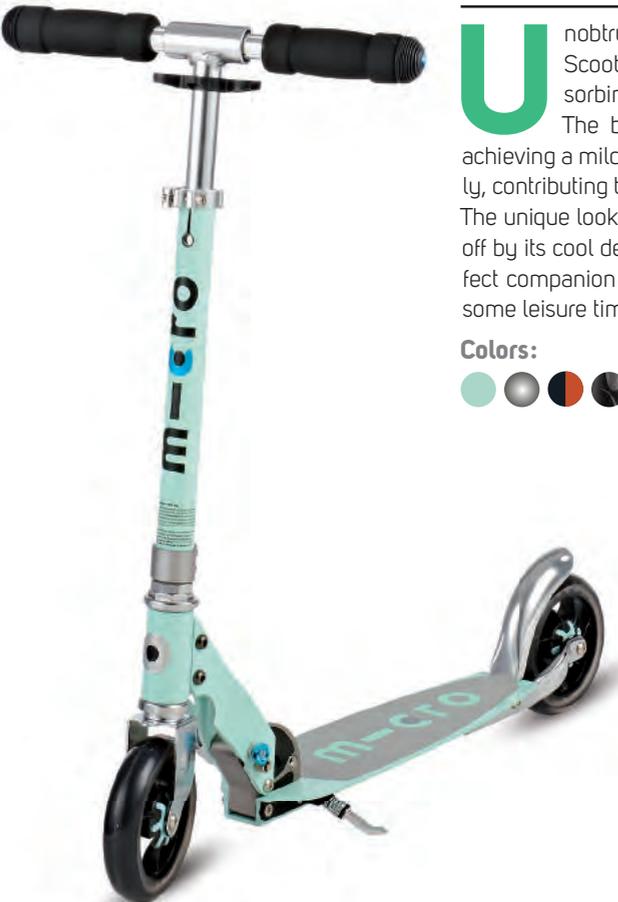


**MICRO SPEED+ MINT**  
**MICRO SPEED+ PURE SILVER**  
**MICRO SPEED+ BLACK/ORANGE**  
**MICRO SPEED+ DOLPHIN GREY**

For a fast but smooth ride

**U**nobtrusive, but still an eye-catcher, the Micro Scooter Speed+ is equipped with shock-absorbing wheels – a very special extra feature. The ball bearings are embedded in silicone, achieving a mild **shock absorbing effect** and, consequently, contributing to a smooth ride - even on rough surfaces. The unique look of the Micro Scooter Speed+ is rounded off by its cool design. This aluminium scooter is your perfect companion on the way to school or when enjoying some leisure time.

Colors:



shock absorbing wheels



145 mm



teens & adults



68 – 98 cm



100 kg



3.75 kg



“cooler than any skateboard!”

**MICRO ROCKET SKY BLUE**  
**MICRO ROCKET GREEN**  
**MICRO ROCKET BLACK**

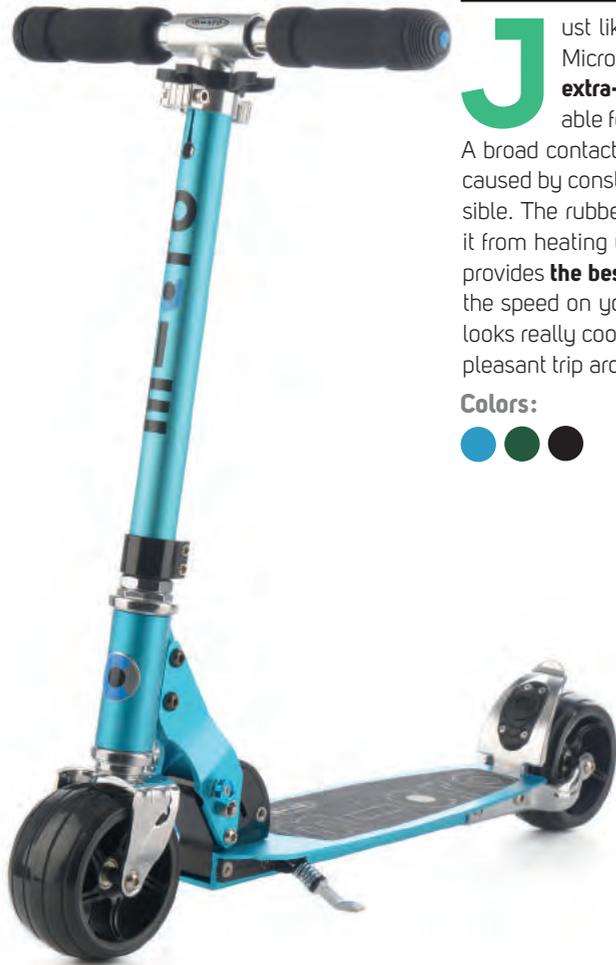
Good on paved and unpaved surfaces

**J**ust like the Micro Scooter Monster Bullet, the Micro Scooter Rocket is also **equipped with extra-wide wheels**. These are particularly suitable for frequent downhill rides on steep slopes. A broad contact surface ensures that wear on the wheel caused by constant braking is minimised as much as possible. The rubber insert on the brake plate also prevents it from heating up too quickly. The aluminium deck also provides **the best-possible stability** when you want to up the speed on your journey. Aside from that, this Scooter looks really cool and is ideal for getting to school or for a pleasant trip around town.

Colors:



70



 extra-wide wheels

 120 mm

 teens

 66 – 96 cm

 100 kg

 3.85 kg



## MICRO SPRITE SPECIAL EDITION

The lightweight Scooter – ideal for Kids and Teens

Not many extras, but still that familiar Micro quality – that's the Micro Scooter Sprite in a modern look. **The compact size and light weight** makes it the ideal Micro Scooter for kids or beginners. The low weight pays off when carrying the scooter, while also making handling easier when riding it. This versatile aluminum scooter has been a popular companion for years – among kids going to school and also commuters.



Colors:



72



designed griptape



120/100 mm



kids & teens



65 – 93 cm



100 kg



2.7 kg

## MICRO SCOOTER SPRITE

The lightweight Scooter – ideal for Kids and Teens

**N**ot many extras, but still that familiar Micro quality – that’s the Micro Scooter Sprite. The compact size and light weight makes it the ideal Micro Scooter for kids or smaller adults. The low weight pays off when carrying the scooter, while also making handling easier when riding it. This versatile aluminum scooter has been a popular companion for years – among kids going to school and also commuters and is designed for weights up to 100 kg.

- Colors:
- Metallic:



*“the original since 1999”*

74

- |   |  |  |
|---|--|--|
|  getting to school |  120/100 mm |  kids & teens |
|  65 – 93 cm        |  100 kg     |  2.7 kg       |



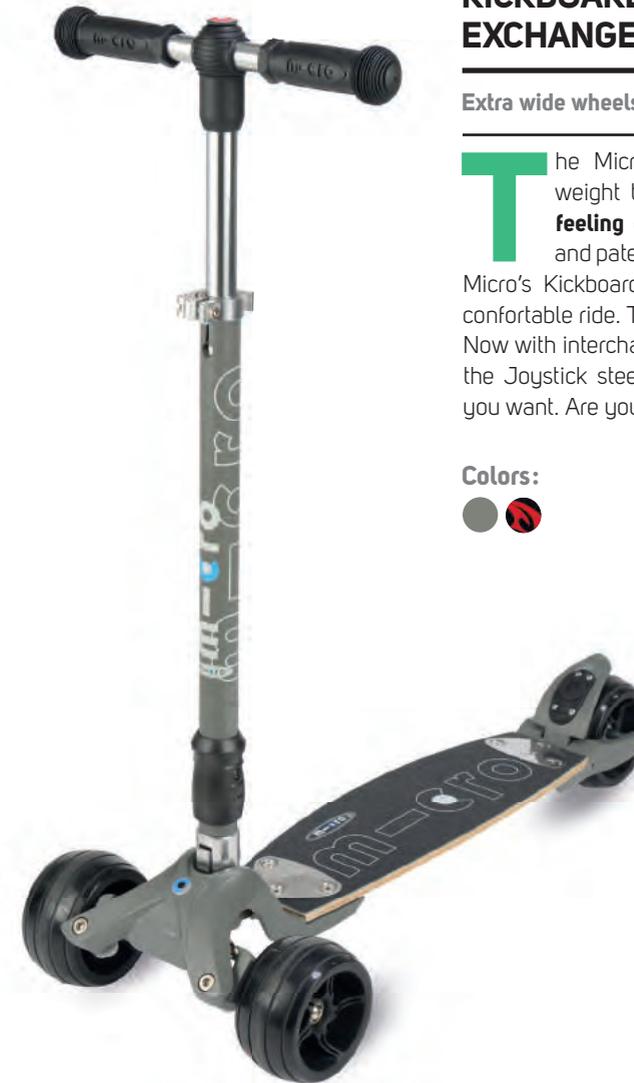


# KICKBOARD

## KICKBOARD VERSUS MICRO SCOOTER – TWO WHEELS OR THREE WHEELS, WHAT’S THE DIFFERENCE?

**A**fter the first Micro Scooter prototype was created in 1997, the first kickboard model followed a year later. In contrast to the Micro Scooter, the kickboard initially came into use primarily as part of the youth scene. In addition to the use as a mobility product, it has been used as **fun sports equipment**.

Whether you are a surfer, skateboarder or snowboarder, you will find that riding a Micro Kickboard offers a welcome alternative, a similar feeling that insiders refer to as **“surfing the sidewalk”**. The special weight steering of the kickboard is patented and works through the appropriate shifting of weight to the left or right. Jointly developed with Swiss medical specialists, the kickboard **promotes motor skills and balance** of the rider. In order to encourage toddlers to take up the activity, the Mini Micro was then created in the year 2000. A kickboard for children from as early as 2 years of age. In general, the decision for kickboard or Micro Scooter has less to do with age, it is purely and simply a matter of taste. It often happens that children who have ridden a Mini Micro, then switch to a Maxi Micro, later find themselves riding a kickboard. Simply because they love the feeling of leaning into every bend. Even adults who perhaps earlier rode a skateboard are more often seen on a kickboard than on a Micro Scooter. The fact that the kickboard can be driven with one hand is also very practical. The kickboard includes **2 interchangeable steering option**, the traditional T-bar and the Joystick. Adults find the Joystick very practical since you can ride using just one hand. Have fun “surfing the sidewalks”!



## KICKBOARD MONSTER VOLCANO GREY EXCHANGEABLE T-BAR KICKBOARD MONSTER EXCHANGEABLE T-BAR

Extra wide wheels and a flexible fiberglass deck

**T**he Micro Kickboards, thanks to the special weight transfer steering, conveys an ultimate **feeling of surfing**. With its extra wide wheels and patented wood/fiberglass sandwiched deck, Micro’s Kickboard Montster guarantees a smooth and comfortable ride. The unusual design is an eye catcher! Now with interchangeable T-Bar: change easily between the Joystick steering and the T-bar steering whenever you want. Are you ready for the Monster look?

Colors:



“super stable ride”



extra-wide wheels



120 mm



teens & adults



69.5 – 102 cm



100 kg



4.37 kg



## KICKBOARD ORIGINAL EXCHANGEABLE T-BAR

### Surf the Sidewalks!

The Micro Kickboards convey, thanks to their special weight transfer steering, an ultimate feeling of surfing. **The Kickboard Original** guarantees with the flexible deck made of fiberglass and wood a particularly smooth ride. The successor of the original Kickboard by k2 which in 1999 was a **great success!**

Now with interchangeable T-Bar: change easily between the Pilot steering and the T-bar steering whenever you want. Let's surf the sidewalks!

### Awards:



 flexible deck	 120/100 mm	 teens & adults
 69.5 – 102 cm	 100 kg	 4.48 kg





## KICKBOARD COMPACT BLACK EXCHANGEABLE T-BAR KICKBOARD COMPACT SILVER EXCHANGEABLE T-BAR

For asphalt surfers

The Micro Kickboards convey, thanks to their special **weight transfer steering**, an ultimate feeling of surfing. Thanks to the short aluminium deck, the Kickboard Compact is more agile and therefore **suitable for beginners**.

With interchangeable T-Bar: change easily between the Pilot steering and the T-bar steering whenever you want.

Colors:



80

 short aluminium deck	 120 mm	 teens & adults
 69.5 – 102 cm	 100 kg	 4.37 kg





## MICRO PEDALFLOW BLACK MICRO PEDALFLOW WHITE

Sporty and practical – Pedalflo

No time for training? Don't feel like going to the gym? No problem, just get on your Pedalflo and off you go! Originally intended as a mobility product has established itself among fans of the **flamboyant eyecatcher** as an item of sports and fitness equipment. On the way to work or meeting with friends, the Pedalflo is the ideal Micro vehicle for those who like to **practice sports on the go**. Get to your destination and do something fun for your fitness along the way – outdoors, open air. The Pedalflo is a good addition to **fitness training** a great alternative to a workout on the stepper at the gym. It works the thighs and gluteal muscles while general stability and abdominal muscles are also trained.

Colors:



Awards:



backpedal brake	330 mm	teens & adults
106.5 cm	100 kg	7.3 kg



“Fun to ride”

# SMART TRAVEL

## HAVE A GOOD JOURNEY!

Until 2008 Micro inventor Wim Ouboter created a new world of urban mobility. But one thing was still missing in his mobility range, a **rideable suitcase**. Every Micro scooter fits into a medium-sized suitcase and can easily be taken on journeys. But if you wanted to travel with hand luggage only, it was difficult. Necessity is the mother of invention. The result: a suitcase trolley, **with a built-in kickboard**. Rideable carry-on luggage, the Micro Luggage! Once the Micro Luggage came on the market, more business people were among our customers. So we knew that, with this product, we had reached another target group.

In 2014, we got a call from the **famous DJ, Steve Aoki**, with the request to develop a Micro Luggage with built-in sound. A DJ travelling with our Micro Luggage? This instantly appealed to us and we were pleased about this partnership. The result was innovative Micro Luggage with **an integrated Bluetooth sound box**. Now DJs and other music-loving travellers are also part of the Micro Family.

The travel business was rather new for us but still had more potential. Wim Ouboter wanted to serve all age groups. So the development of the Micro Trike and the Lazy Luggage was just a logical consequence of this. The products meet his vision of uncomplicated, unconventional Micro mobility that can be combined with various means of transport.



## MICRO LUGGAGE II – STEVE AOKI SOUND2GO

Steve Aoki rocks the airports of the world

When STEVE AOKI, the successful American **DJ and music producer**, travels around the world, people are sure to take notice. It's understandable, because on one hand, he is who he is, but recently his luggage has also been attracting a lot of attention. And no, not because he lets his entourage carry his case, but because he can glide through airports on it while making music. Since Steve Aoki has long been a great fan of our Micro Luggage, he wanted to design his own to suit his needs. The result: a cool piece of Micro Luggage with an **integrated Bluetooth sound box sound2go**.



Video:



volume 26 L



110/65 mm



ideal for travel



98 cm



100 kg



4.6 kg





New

## MICRO KICK PACK

Next generation backpack

The Micro Kick Pack is probably the world's most versatile backpack. **The integrated scooter**, is not only fun to drive, but also reduces the weight on your back. Small magnets ensure that the shoulder straps are not in the way when riding. The Kick Pack can also be used as a **regular trolley** in case you want to take it slow. Additionally, the backpack can easily be removed from the scooter and be carried on your shoulders. The Kick Pack has an integrated light for **perfect visibility** in the dark. Inside, there is plenty of space for your laptop, books and clothes. There is even a stand to place your **Smartphone or Tablet**. Are you ready for the next generation of backpacks?



## MICRO LUGGAGE II

Pack your suitcase and secure pole position

For sure, a race is the last thing anyone wants when travelling. But big cities also usually mean masses of **people at the airport ...** This stands for long waiting times at check-in or security control. This is actually a pity, because for most of us our most valuable asset is our time. So why not just leave all the other travellers behind and be first to check-in? Or even better: don't check-in at all! Because with our Micro Luggage, not only do you get **from terminal to terminal faster**, you simply take it with you onto the plane and avoid the long queues at the check-in desk! Hand luggage, kickboard and trolley in one, that's convenience of the highest level. When used as a trolley, the built-in telescopic handlebar can be easily extended, this guaranteeing **optimal leg-room**. Destination: fun & relaxation, there and back.

Awards:



volume 26 L



100/80 mm



teens



96 cm



100 kg



5.3 kg



volume 26 L



110/65 mm



ideal for travel



98 cm



100 kg



4.6 kg



## MICRO LAZY LUGGAGE

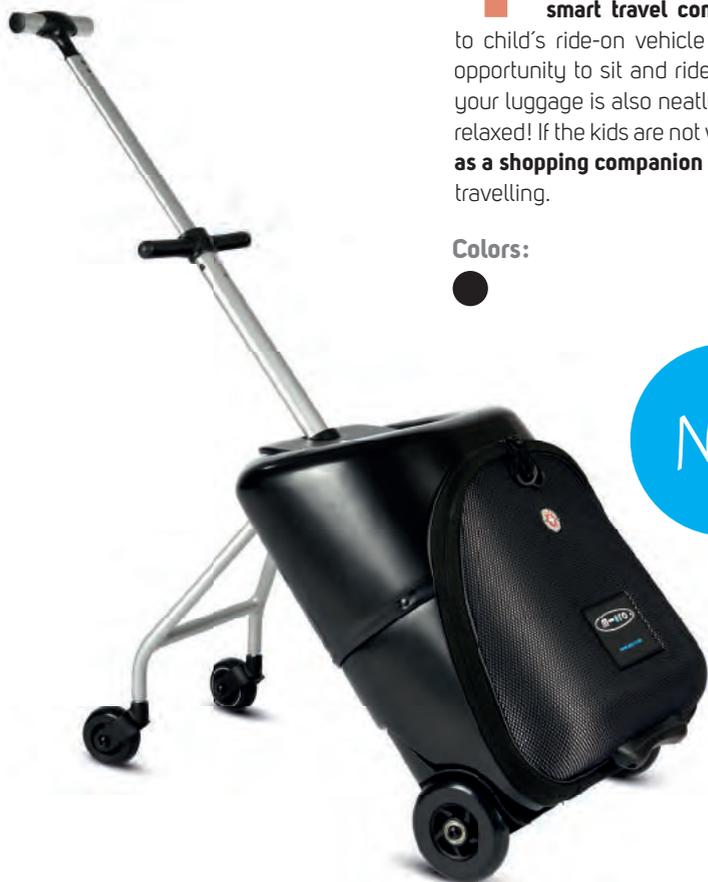
Suitcase, trolley and kids buggy combined

**T**he Micro Lazy Luggage is the must-have among trendy, practical travel-gadgets! You can leave the buggy at home from now on, because this **smart travel companion** converts from trolley to child's ride-on vehicle in an instant! Kids enjoy the opportunity to sit and ride, you have one hand free and your luggage is also neatly stowed – all is well, nice and relaxed! If the kids are not with you, **simply use the trolley as a shopping companion** or for your hand luggage while travelling.

Colors:



New



volume 18 L



65/100 mm



18 months+



109/84.7 cm



38 cm



3.9 kg



## MICRO TRIKE

On your marks, get ready – relax!

The Micro Trike makes tiresome pushing of the kiddies buggy along the aisles a thing of the past, because this shopping companion **is foldable, making it extremely compact**. Have you got some heavy-duty shopping to do? No problem, Micro Trike is adaptable and can be simply hung on the shopping trolley or packed away in a rucksack. And not only mummy and daddy are delighted by the new shopping assistant – **the kids will also enjoy the fun** of a ride through the shops of the city.

Colors:  
● ○



94

□ ○ △ Shopping & Trips

○ ○ 120 mm

👤 👤 👤 18 months+

🚲 📦 20 kg

👤 37.5 cm

📦 kg 1.9 kg



New

## MICRO TRIKE DELUXE

On your marks, get ready – relax!

The brand-new Micro Trike Deluxe now available in **adorable anodized colors**, with a seatbelt to secure your child. The seatbelt can be taken off if not used.

Colors:



96

□○△ seatbelt included

○—○ 120 mm

👤👤👤 18 months+

🚲📦 20 kg

👤 37.5 cm

📦 kg 1.9 kg



# FREESTYLE

## IN SOME SKATEPARKS, YOU SEE MORE SCOOTERS THAN SKATEBOARDS!

What began as an underground movement in 2005 in the French-speaking part of Switzerland has advanced to a **worldwide trend**. The freestyle Scooter scene can no longer be considered an obscure subculture, as extreme sport athletes all over the world have discovered the attractions of the versatile scooter. The Skateboard scene rapidly found itself confronted with a competitor – scooters. With displays ranging from breakneck tricks to the double back flips, a **new sport was born**.

Micro reacted immediately to the new trend, together with the riders from Montreux, we developed the first **stunt scooter**. Distinguished primarily by its solid structure, designed to withstand the extreme stress experienced during jumps.

Since then, the freestyle scooter scene has expanded rapidly with a growing number of teenagers discarding the skateboard in favour of the stunt scooter. **The Micro Freestyle Scooters** have attracted keen interest in the scene. This is due on one hand to the functionality of the products and, on the other, to the fact that Micro takes the input and requirements of riders seriously and integrates these into the development process.



## MICRO MX TRIXX 2.0

For Future PROs – basic skills are much easier

**D**esigned with emerging riders in mind, the MX Trixx is the slickest scooter you could wish for to start learning some basic tricks. With its **solid build and great-looking design**, it's also perfect for those riders who want to be seen at the skate park!! Concave 1305g Deck and Triple Bolt Clamp. Pegs are included.

Colors:



100

 Pegs included	 100 mm	 street & skate park
 one piece bar	 46 cm	 4.9 kg



## FREESTYLE SCOOTER MX FREERIDE STREET

To cruise the streets with style

**D**iscover the new Micro MX Freeride Street! This model, designed on the basis of the MX Trixx, was developed **for riders who like to cruise in the street.** Thanks to the wider wheels that give it greater stability, MX Freeride Street will allow you to ride along the street at high speed and tackle winding slopes with manoeuvrability. The ideal scooter for "down-hill" experts and those who like to think big!

New



102



extra-wide wheels



120 mm



street & skate park



76 cm



46 cm



4.9 kg



## MICRO MX CROSSNECK 2.0 GOLD MICRO MX CROSSNECK 2.0 BLACK

The Pro Scooter for everyone

Lightweight, great looking – the Crossneck is the ride of choice of many **Micro Xtreme Pro-riders**. This Scooter includes many advanced features found in Micro's high-end Scooters: SCS, 110mm wheels, Flex brake and a wide **aluminium handlebar**. Intended for the older beginner, rider or intermediate rider. Pegs included and with wider deck.

Colors:



104

 pegs included	 110 mm	 82.5°
 85 cm	 53 cm long 12 cm wide	 4 kg



## MICRO MX CORE CAMO GREEN/BLACK

Quite simply, efficient and strong

Developed by riders for riders, this simple, high quality model will appeal to **all types of users**. From the novice to the experienced rider, each person will be able to develop his own individual riding style on the new Micro MX Core.

Colors:



106



pegs included



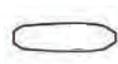
110 mm



83°



85 cm



52 cm long  
12 cm wide



3.8 kg





## MICRO MX CORE XL DARK GREEN

For Riders who think big

This is the XL version of the Micro MX Core. With its **substantial dimensions**, it will satisfy larger sized riders of all types. This model was developed following the success of Micro's freestyle components. Simple but effective, it stands out due to **the sleek look**, performance, **quality and strength**. Stand out in the skate park and on the street with the MX Core XL!

Colors:



XL sized



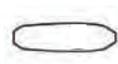
120 mm



84°



85 cm



56 cm long  
12 cm wide



4.6 kg



108

## SNOWPARK SCOOTER BLACK ICE

The first Snowpark Scooter

After three years of development and testing, we are stoked to launch a Scooter **specifically designed** and engineered for the jibs and jumps of a **ski resort's terrain park**. With wide one-piece aluminium handlebars, special grip tape and weighing just over six kilograms, the Black Ice allows the rider the highest level of **creative freedom**. Tail whips, scooter flips, long buttery grinds and hitting big-air kickers are all possible with the new Black Ice.

Colors:



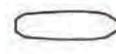
Video:



110



55 cm



wood with fiberglass



lok-on grips



double blades



59 cm



5.9 kg



# KIDS

## MOBILITY FOR EVERYONE

In order to live up to our vision, **"We are mobility"**, we strive to provide mobility for the entire family. From the toddler to the schoolkid, we develop our products **to meet the needs of all ages**. A lot of kids' only scope for freedom is the way to school, if they can cover this journey with the Micro Scooter instead of their parent's "taxi", we feel that we have not only contributed to maintaining this freedom, but also **to a substantial reduction in CO2**.

It makes our day, seeing a toddler on their Mini2go with a big happy smile, being able to cover longer distances without having to be strapped into a buggy!





### MICRO DELUXE LINE – GET THERE IN STYLE

**W**ith an improved, enchanting appearance, the new Micro Deluxe line is **manufactured with only the finest components**, and innovative colour combinations to ensure that children travel with style!

Our children's products based around the Mini and Maxi have enjoyed the success of a strong market position for many years. They have won countless international **design and functionality awards**, are recommended as an educational toy by renowned doctors and, although they have been copied many times, their quality has never been matched. Most importantly, they have brought additional fun, happiness and a smile to the lips of millions of children all over the world.

Based on the existing Mini and Maxi, the Micro Deluxe line exudes a new splendour, manufactured with only the best components adapted to suit the latest production processes and coupled with unique color combinations.

The Micro Deluxe line **is more than just a toy**, it's a statement that says your children ride safely and in style. Height adjustment of the handlebar means the product grows with the child, transforming it from a mere object to a true companion as soon as the child leaves the house. The additional grip on the deck gives the rider a particularly secure hold, and the anodised handlebar adds to the extremely classy appearance of the Micro Deluxe line. In addition, the deck of both the Mini Micro Deluxe and Maxi Micro Deluxe has been reinforced. But the Deluxe line ensures that children enjoy something even more important: **a lot of fun!**

### MINI2GO DELUXE

Open the drawer, pack away the toys away you go!

**T**he Mini2go Deluxe is an innovative little scooter with **storage space for the kids' belongings**. Once the bits and bobs are stowed away, or the snacks for a picnic in the countryside, the child **simply steps on and scoots off**. The Mini2go makes your little one mobile from as early as 18 months' old and accompanies him or her up to the age of 5. **Control takes place** by means of weight transfer, thus promoting motor skills and balance in the children.

Colors:



#### Awards:



storage space



120/85 mm



18 months +



26 cm



20 kg with seat  
35 kg without



1.9 – 3.6 kg

## MINI2GO DELUXE PLUS

Open the drawer, pack away the toys away you go!

The Mini2go Deluxe is an innovative little scooter with storage space for the kids' belongings. Once the bits and bobs are stowed away, or the snacks for a picnic in the countryside, the child simply steps on and scoots off. The Mini2go makes your little one **mobile from as early as 18 months'** old and accompanies him up to the age of 5. Control takes place by means of weight transfer, thus promoting **motor skills and balance** in the children.

In the new Deluxe Plus version, the handlebar is height-adjustable and there is a push bar included in case you want to take over control. When the **push bar** is not needed you can always store it away in the drawer. Additionally, there is a built-in light in the drawer which can be mounted on the t-bar and used as a headlight.



Colors:

### Awards:



116

 Push bar	 120/85 mm	 18 months+
 26 cm	 20 kg with seat 35 kg without	 1.9 – 3.6 kg

## MINI2GO CANOPY

Weather protection for the Mini2go

The Mini2go Canopy is a transparent sun- and rainscreen for the Mini2go. It protects children from becoming wet during rain and from the sun. It can be used on all Mini2go models and is easy to mount and take off again.





## MINI MICRO 3IN1 DELUXE

Can also be used with or without the seat

**H**ere comes the toddler express! What do you do when the older brother and sister are already riding the Mini Micro, and the youngest one wants to join in the fun but is still far too small? No problem – thanks to the Mini Micro with seat! The smallest of toddlers can now enjoy just as much mobile fun as the Mini Micro Kids. The seat can be detached from the handlebar - this enables riding in a standing position. And, when the kids are old enough for the Mini Micro, simply replace the handlebar with a conventional Mini Micro T-bar and the product is transformed into our beloved Mini Micro! Now available as DELUXE version!

Colors:



Awards:



☆ 3 in 1

120/85 mm

1 – 5 years

23/29 cm

20 kg with seat  
35 kg without

kg 1.95 kg – 2.2 kg

“for lazy kids only”



## MINI MICRO DELUXE

Now up to 35kg and with height-adjustable handlebar

Surfing the sidewalk – the Mini Micro was **elect-ed Toy of the Year** by kids and parents several times! This sports toy not only encourages movement and exercise, it also helps children to improve balance, **coordination and motor skills**. The Mini Micro Deluxe was specifically developed for toddlers and preschoolers in collaboration with Swiss medical professionals. The T-tube handle makes it even safer and has a safety lock so that only parents can remove it, when needed, for storing. The Mini Micro's unique **lean-and-steer mechanism** is patented and the deck is reinforced with fiberglass. The soft plastic and rounded edges make it easier for younger children to handle and helps avoid injuries. Now available as DELUXE version!

any size!  
↕

### Colors



### Awards:



122

height-adjustable	120/85 mm	2 – 5 years
49 – 68 cm	35 kg	1.99 kg





## MAXI MICRO DELUXE

Now tested for up to 70 kg

The Maxi Micro was originally meant to be the follow-up product to the Mini Micro, especially designed for kids who had outgrown the Mini Micro but were still too small and too light for the aluminium kickboards. However, **the ultralight kickboard also became a trendy product** over time for young-at-heart adults, which is why we have reworked it and reinforced the deck so it can now carry a body weight of **up to 70 kg**. It only weighs 2.5 kg, therefore steering is particularly easy and you practically **glide over the asphalt**. The additional grip on the deck gives the rider a secure hold, and the anodised handlebar adds to the very classy appearance of the Maxi Micro Deluxe.

### Colors



### Awards:



reddot design award  
winner 2009



124



additional grip



120/85 mm



5 – 12 years



69 – 92 cm



70 kg



2.5 kg



## MAXI MICRO DELUXE FOLDABLE BRIGHT BLUE/BRIGHT CORAL

The stable folding mechanism allows rapid folding

The Maxi Micro Deluxe Foldable with the folding mechanism ensures that it can be **folded together** with a **simple hand movement** and stowed anywhere. Whether in the car trunk, under the seat in school or in a locker – there's room for the Maxi Micro Foldable everywhere!

126



Colors:



“one second folding”



foldable



120/85 mm



5 – 12 years



69 – 92 cm



70 kg



3 kg



# CLASSIC

## THE OLD TIME CLASSIC!

**W**e are Mobility – for everyone! The vision of infant **mobility began in 2001** with the Mini Micro. Beside the fun factor, it was important for Micro inventor Wim Ouboter to include an educational component. Since the Mini Micro is steered by the rider shifting his or her own weight, it **promotes motor skill development and balance**. We developed the special weight-shift steering system, similar to the one used on the Maxi Micro and adult kickboards, with a limited steering angle to make it more stable and safe for toddlers.

The Mini Micro was designed for children from the age of 2 to 5. Parents quickly recognized the benefits of the **innovative Micro Scooter**. Family outings became much less stressful because the kids were suddenly more independent and had fun. It became clear that children also significantly improved their sense of balance when Mini Micro kids started to ride a bicycle as there was no need for stabilisers. The Mini Micro, is a bestseller in more than 80 countries. No wonder it was chosen **Toy of the Year in 2007** by parents and their children.

Because every Mini Micro child eventually grows out of the Mini Micro, an alternative had to be designed for older children and teens. Therefore the Maxi Micro was developed in 2007 to be the big brother of the Mini Micro. It's made of high quality plastic reinforced with fiberglass ensuring optimal stability for a body weight of up to 50 kg. The handlebar is adjustable, so the Maxi Micro fits all sizes. We are particularly proud that this product received the prestigious Red Dot Award in 2009.

When parents told us that their children not yet 2 years old already wanted to ride the Mini Micro because they saw their older sibling darting about on it, we developed the Mini3in1. When it was first presented at the Toy Fair in Nürnberg in 2012, it immediately **won the coveted Toy Award!** The Mini 3in1 quickly became the new favorite toy for children as young as 12 months



## MINI MICRO CLASSIC

Mobility, fun and movement combined

**S**urfing the sidewalks – the Mini Micro has been chosen **Toy of the Year by kids** and parents several times! This sports toy not only encourages movement and exercise, it also helps children to learn balance, **coordination and motor skills**. In collaboration with Swiss medical professionals, the Mini Micro was specifically designed for toddlers and preschoolers. The T-tube handle makes it even safer and has a safety lock so that only parents can remove it, when needed, for storing. The Mini Micro's unique lean and-steer mechanism is patented and the deck is reinforced with fiberglass. The soft plastic and rounded edges make it easier for younger children to handle and helps avoid injuries. **The high-quality brake** has a steel spring insert and doesn't heat up while breaking.

Colors:



Awards:



wight-shift steering system	120/85 mm	2 – 5 years
67 cm	20 kg	1.9 kg



## MINI MICRO CLASSIC 3IN1

This Micro Scooter grows with your kids

**M**ake way for the toddler express! What do you do when big brother and sister are already riding the Mini Micro and the smallest one wants to join in the fun but is still far too little? No problem – thanks to the **Mini Micro 3in1 with seat!** The smallest of toddlers can enjoy just as much mobility fun as the Mini Micro kids. The seat can be detached from the O-bar, enabling riding in a standing position. And, when the kids are old enough for the Mini Micro, **simply replace the O-bar with a conventional Mini Micro T-bar**, and the product is transformed into our beloved Mini Micro.

Colors:



3in1	120/85 mm	1 – 5 years
48.5/67 cm	20 kg	1.95 kg – 2.2 kg





micromax

micromax

### MAXI MICRO JOYSTICK MAXI MICRO T-BAR

For Future – Kickboarder

Too big for the Mini Micro but still too small to change to adult scooters or kickboards? Well then, welcome to the Maxi Micro! Just like the Mini Micro the Maxi Micro also provides a **unique riding experience** thanks to its patented weight transfer steering system. The Maxi Micro comes in various trendy colors and the T-bar can be replaced with a joystick.

Colors T-Bar:



Joystick:



Metallic:



Awards:



reddot design award winner 2009



### MAXI MICRO T-BAR FOLDABLE

For Future – Kickboarder

The brand-new folding mechanism ensures that the Maxi Micro Foldable **can be folded together** with a simple hand movement and stowed anywhere. Whether in the car trunk, under the seat in school or in a locker – there's room for the Maxi Micro Foldable everywhere!

Foldable:



different colors	120/85 mm	5 – 12 years
69 – 92 cm	50 kg	2.5 kg

foldable	120/85 mm	5 – 12 years
69 – 92 cm	50 kg	2.7 kg

# PICCOLINO PICCOLINO WITH AIR SEAT

The smallest speedster in the world

**M**obility doesn't start any younger than with the Micro Piccolino. The Piccolino is, so to speak, the little brother of the Mini Micro. Even when toddlers are still a little unsteady on their feet, there is no need to worry with **the Piccolino. It promotes balance** and ensures your child's safety. The inflatable air seat can easily be mounted on the Piccolino and taken off when not needed.

Colors:



Awards:



136

Dishwashable

120/85 mm

18 months+

47 cm

20 kg

with air seat 1.5 kg  
without 1 kg

# G-BIKE

## MICRO G-BIKE LEARN TO BALANCE ON TWO WHEELS!

**H**as your child grown past the age when it simply sits in the stroller? Taking those first steps seems to take an eternity and your little one can't wait to have their "own" vehicle, we've got the answer for you - the Micro G-Bike! Thanks to its remarkably low weight, **the revolutionary balance bike** is easy to carry. While making handling easy for children, parents are also delighted by the lightweight balance bike which they can carry by hand or lay on top of the stroller when not in use. The Micro G-Bike is tailored to meet children's needs. It has super soft, EVA foamed wheels. Compared to PU wheels, this means a further weight reduction of 35%. The Micro Micro G-Bike makes it playfully **easy to teach** kids to develop a sense of balance, coordination and motor skills. Children learn to balance on two wheels as early as the age of two which prepares them for their first junior bicycle.



## MICRO G-BIKE + LIGHT

Balance bike with adjustable saddle and handlebar

**T**he revolutionary design is easy to carry, thanks to its remarkably low weight of 2.2 kg. While making handling for children easy, parents are also delighted by the lightweight balance bike which they can carry by hand or lay on top of the buggy when not in use. It has extra-large solid rubber wheels, an easy adjustable handlebar and saddle and a restricted steering control **to prevent oversteering**. The non-slip handles and rubber knob ensure that your child cannot injure him or herself. The Micro G-bike makes it playfully easy to teach kids to develop a sense of balance, coordination and motor skills.

Colors:



Awards:



DESIGNPREIS  
2008  
NOMINIERT



EUROBIKE  
AWARD  
2006

★ extra light

🚲 200 mm

👤 2 – 5 years

📏 48 – 52 cm

🚲 20 kg

📖 2.2 kg



## MICRO G-BIKE + CHOPPER

The new trendy aluminum balance bike

**W**ith the extra-wide beach handlebar, little ones can even compete in terms of coolness **with Daddy's bike!** It's no wonder because the design of the Micro G-Bike

**Chopper is very trendy.** It's not only the design that is very exclusive, this high-quality balance bike is perfectly tailored to meet children's needs. So don't be surprised next time you are at the kindergarten, if you see a line of G-Bike Choppers parked next to full-size motorized bikes!

Colors:



140



Awards:



 extra-wide handlebar

 200 mm

 2 - 5 years

 60 cm

 20 kg

 2.2 kg



New

### G-BIKE CHOPPER DELUXE

The balance bike for any adventure

The new G-Bike Chopper Deluxe has a front suspension and an **additional carving attachment** as well as the standard back wheel. The front suspension ensures a smoother ride even on rough surfaces. The carving wheels consist of **two wheels attached to a skateboard truck** which can easily be mounted to the G-Bike. In addition to the carving action, they provide **additional stability** and help keep the G-Bike **standing upright**, therefore making it especially suitable for small kids. For older children, the carving wheels allow them to slide their G-bike for a cool surfing sensation.

Colors:



142



front suspension



200 mm



2 - 5 years



60 cm



20 kg



2.2 kg

New

### MICRO TRAILER

Take all your belongings with you

The Micro Trailer is an addition to the Mini3in1, Mini2go and G-bike models. It can **easily be mounted** at the back with a special adapter to fit each product, and removed if not needed.

The Trailer is ideal to take along favourite toys for a ride with your Micro. Explore the world with a teddy, take figurines for swapping with friends? All very easy now with the Micro Trailer.

143



# ACCESSORIES

## SAFETY, FUN AND INDIVIDUALITY FOR YOU AND YOUR MICRO!

**D**iscover our wide range of accessories for you and your Micro Scooter right now. Not only do they bring fun and color to your scooter, they also ensure even **greater safety** and comfort while riding.

Be creative and give your Micro its own individual style! Available designs include jungle, pirate, neon dot, owl, scootersaurus, elephant or floral dot look. Also, please remember: smart people **protect** themselves! Wearing a helmet has long been **fashionable** and the cool Micro helmets now make for even more fun! For good visibility in the dark, we recommend our scooter lights which are suitable for all Micro models. Enjoy browsing!



# BE SAFE SEEN HEARD



## LED HELMET

- + Integrated front and back rechargeable LED lights.
- + All Micro helmets are certified for scooting, cycling and skating (EN1078 Safety Standard).
- + Adjustable and removable spin dial gives a snug, comfortable fit.
- + Extra padding for comfort and safety.



New



New

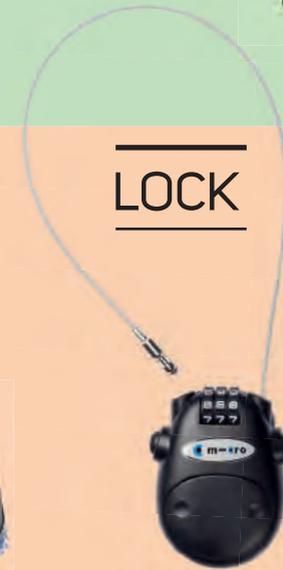


New

## PADS



## LOCK



## CARRY STRAPS



New



## WINDMILLS



## SCOOTER HEADS



New



FLORAL DOT



PIRATE



ELEPHANT



NEON DOT



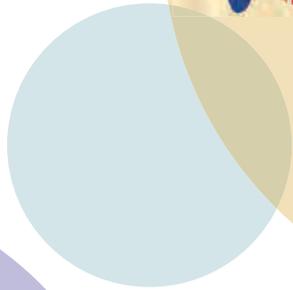
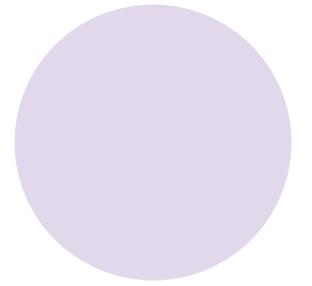
OWL



SCOOTERSAURUS



JUNGLE



# AWARD INDEX

Oppenheim Toy Portfolio – Best Toy Award – gold seal



Pro-K Product of the Year 2011 – winner



iF design award 2001 – winner



Oppenheim Toy Portfolio – Best Toy Award – platinum



Reddot Design Award 2009 – winner



TCS Award 2015 – recommended



Australian Toy Association Award 2015 – winner



Reddot Design Award 2010 – winner



TCS Award 2015 – recommended



Toy Award Nuremberg 2012 – winner



Reddot Design Award 2012 – honourable mention



Family Choice Award 2014



Suisse Toy Award 2012 – winner babydreams



German Design Award 2016 – special mention



Pro-K Product of the Year 2014 – winner



Green Good Design Award 2017



LBP Loved by parents winner best ride on 2011



Focus Open 2016 – special mention



Good Design Award 2015



Spiel Gut Award – recommended



Focus Open 2014 Int. Designpreis Baden-Württemberg



ISPO Brand New Award 2016



Das Goldene Schaukelpferd – nominated



Focus Open 2014 – special mention



Tottally Awesome Awards USA winner 2016



Good Toy Award 2009 UK – gold award winner



German Design Award 2012 – nominated



Reddot Design Award 2014 – winner



Toy Fair Award 2009 middle east – winner



Design Center Stuttgart 2001 – excellent



Upcoming Editors Choice 2015 – top product



Good Toy Award 2007 UK – gold award winner



Designpreis der Bundesrepublik DE 2008 – nominated



Eurobike Award 2006 – winner



Universal Design Award 2009 – winner



Designpreis der Bundesrepublik DE 2004 – nominated



Parents Choice – approved



Universal Design Award 2009 – consumer favorite



ISPO Award 2016/2017 winner



Little London Awards 2016 – winner best toy



Approuvé par les Familles 2014



Nursery World Award UK 2012 – shortlist



# ICON INDEX

## SCOOTER

	Special
	Age range
	Max. load
	Handlebar height
	Wheel size
	Weight
	Seat height
	Ideal for
	Handlebar width
	Deck
	Grip tape
	Angle

## E-MICRO

	Range
	Program
	Motor power
	Battery
	Top speed
	Bluetooth Connected
	Twist grip
	Hill climbing rate
	Rear light
	Regenerative brake
	Program switch
	Foldable handles

## Publishing information

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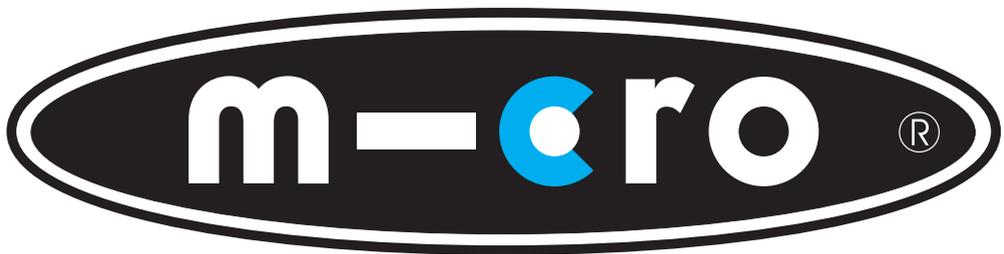
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micro® recommends wearing of helmets,  
elbow and knee pads whenever you ride your  
scooter or kickboard.

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