BUGATTI PARTNERS WITH BYTECH TO UNVEIL ITS FIRST ELECTRIC SCOOTER



The French luxury marque and American technology firm presented their latest creation at CES 2022.

The pinnacle automotive manufacturer, Bugatti creates uncompromising works of art for those who have an appreciation for craftsmanship and engineering excellence. As consumers look for new modes of transportation, the French marque has joined the two-wheeled mobility segment with the electric scooter company Bytech.
Bugatti has partnered with industry-leading Bytech International to create a new scooter that was revealed for the first time at the CES 2022 expo held at the Las Vegas Convention Center on January 5, alongside prominent technology companies from around the world. ''Bugatti is at the pinnacle of automotive excellence,'' said Wiebke Stahl, Managing Director at Bugatti International. ''Partnering with a company such as Bytech gives us an opportunity to expand

2026 BUGATTI AUTOMOBILES S.A.S.

our reach in the electric mobility space with an experienced partner and a product that can be enjoyed by consumers around the world.''

Fabricated with the everyday consumer in mind, the electric scooter features a unique aerodynamic yet functional folding design that is available in three colors: Agile Blue, Silver and Black. Weighing only 35lbs, the scooter is constructed with a magnesium alloy frame that allows for easy transport and has a large LED screen that displays speed, mode, battery life, and headlights. The electric scooter boasts a 700w motor capable of traversing any type of terrain with a 15° incline, 9'' run-flat tires, three speeds with cruise control, and a 36v/10ah battery with a range of approximately 22 miles, as well as over-heating, short circuit, over-current and overcharge protection. The battery is portable, easily removable and only takes four hours to replenish its charge using a standard wall outlet.

Recognizing safety as a first and foremost concern, the electric scooter is equipped with cutting-edge technologies to ensure driver protection. For those purposes, this scooter features unique lighting functions. Its dual-turn signals are located on the ergonomic handle grips, as well as above the rear mudguard. Additionally, there are illuminated base lights on the sides of the deck, and a back ''EB'' monogram projection logo for enhanced artistry, style and performance. The scooter also features a dual-braking system, a front left hand break lever and rear E-ABS electronic brake for added security and comfort.

''We are excited to partner with such an amazing brand that represents luxury and top quality in a growing industry yearning for enhanced design, while also incorporating the evolving needs of its customers,'' said Eli Mizrahi, Executive Vice President at Bytech International. ''By joining forces, we are able to expand our consumer base, which began with the debut of our new scooter at CES.''

The superior style, extra power, and performance of the scooter is designed to be an alternative and comfortable mode of transportation for both work and play. The scooter has a weight capacity of up to 242lbs and a top speed of 18.5mph. Owners can enjoy three settings: Economy mode (9mph), City mode (12.5mph) and Sport mode (18.5mph).

ABOUT BYTECH

Based in Brooklyn, New York, Bytech International is a leader in design, supply, and management of the most up-to-date product assortments for the retail industry, both domestically and abroad. With nearly twenty-five years of experience in the Tech segment, Bytech has built an industry-wide reputation for having top-of-the-line packaging and product quality control that ensures the end user's satisfaction.

Contact pour la presse
Nicole Auger
Head of Marketing and Communications
communications@bugatti.com