



Press Release

Micro mobility that inspires: more than 700 preorders for the efficient electric one-seater Colibri made in Germany

Customers praise the comfort, elegant design and sporty performance

Jena, 02.12.2013 - Half a year has passed since the premieres in Geneva and Hannover and over 700 preorders have been placed with the Jena manufacturer Innovative Mobility Automobile GmbH (IMA) since then. About half of the interested people are private users while the other half are business customers such as fleet operators or nursing services. New reservations are coming in on a daily basis.

Thomas delos Santos, CEO of IMA: „ This enormously positive market resonance shows that the time has come for micro mobility vehicles – especially considering that there was no elaborate marketing campaign.”

Agile runabout with much comfort

On live performances, the Colibri earns much praise for its elegant design, comfortable interior and unique driving experience. Delos Santos: “Customers who test drive the Colibri exit it with a smile, stating ‘finally a micro vehicle which is not only useful but also real fun’.” Especially amazing is the agile, swift, yet safe driving experience the Colibri offers.

Intelligent micro mobility

The Colibri has been conceptualized as an intelligent mobility solution to be used in urban spaces. The sporty micro car is flexibly combinable with other modes of transportation hence fulfilling all requirements of integrated mobility. Through its year-round usability it is an ideal mobility element for municipalities, carsharing providers and commuters.

Pure driving pleasure at low price

Despite its’ minimal size, the Colibri boasts about plenty of room and a comfortable interior. A special focus was put on the vehicle safety, making the Colibri the first vehicle in its’ class which will pass the Euro NCAP crash test. Elegantly designed, thoughtfully constructed and equipped with a powerful engine the Colibri delivers pure driving pleasure – while it’s price tag remains low at 8,900 € plus 55 € monthly battery lease.

Looking for further investors

The Colibri series production is scheduled to begin in late 2015. Among the reasons for this delay is the continued search for investors. Thomas delos Santos: “Financing a vehicle project is like playing in the champions league: even if you have a highly motivated team, it requires to fight it



out to reach the finals.” Strategists and investors have the opportunity to participate in the current financing round until the end of the year.

About Innovative Mobility Automobile GmbH

Innovative Mobility Automobile GmbH is a young company headquartered in Jena, Thuringia, Germany. It was founded at the end of 2008 by Thomas delos Santos, Juliane Beyer and Johannes Hufnagl. Innovative Mobility has developed the idea of the electric one-seater and works closely together with experienced industry partners in realizing the project, effectively working as a network organization. The whole vehicle competence is within the responsibility of the company, as well as the whole project management.

The project has been state-aided since 2011 with 2.8 million Euros subsidy under the program “Key technologies for the electric mobility” (“STROM”) from the Federal Ministry of Education and Research (“BMBF”). On October 31st 2013, IMA has reached all goals that had been set for the project within its two-year subsidy timeframe and successfully presented the homologated prototype.

Further Information

On the road – the Colibri experience on video

<http://www.innovative-mobility.com/en/Colibri/Video.php>



Online registration for customers and dealerships at

http://www.innovative-mobility.com/en/about_IMA/Pre_order.php

Technical data sheet, design pictures and press release as Download

<http://www.innovative-mobility.com/de/Presse/downloads/downloads.php>

Current news

<http://www.innovative-mobility.com/en/News/>

We are happy to organize test drives for media representatives.

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