the world of micro mobility

products 2010
how was micro born?

The Micro Mobility Systems AG success story began as a matter of convenience. For the inventors of the micro® scooter, the distance to their favourite bar was too far to walk but not quite far enough to warrant driving a car or even getting the bikes out of the garage. Out of this necessity they set out to develop a vehicle that made it easier and more fun to travel a ‘micro’ distance. They needed a mode of mobility that was lightweight and easy to ride. It also had to fold up, so that it could be tucked out of the way when it was no longer needed while out and about.

In Europe today, every adult and child is familiar with the result – the scooter they developed is already a classic – millions of micro® scooters have been sold worldwide - yet it is still the leading-edge bestseller. Of course, the company did not invent the original kick scooter. That was first used in public in 1895, and over the years it underwent many developments. Yet it can be said that over the course of history, there are few products that have had such a lasting impact on urban mobility.

Today, under the brand name micro®, the company develops, produces and markets various products related to mobility -- for children, teenagers, adults, and even for the Swiss Army. Our mobility products are designed to make it quick and easy to cover short distances and keep fit at the same time. We have set ourselves the goal of ensuring that all Micro Mobility Systems products are of the highest quality and continue to play a leading role in meeting the needs of urban lifestyle -- mobility, fitness and fashion.

Micro Mobility Systems is a Swiss company, founded in 1996 and based in the village of Küsnacht on Lake Zurich. From here, a young and highly motivated team handles deliveries of micro® products to approximately 3,000 stores in 60 countries all over the world. The product range includes several versions of the micro® scooter, as well as kickboards, ride-ons and accessories. micro® products have won design and engineering awards in many different countries. In addition to Switzerland and our neighbouring countries in Europe, the largest customers of micro® are in the UK, the USA, South Africa, Australia and Scandinavia.
the product groups

scooters  kickboards  runner bike
nothing beats the original - ever!

Micro® is the only producer that supplies a full range of replacement parts and accessories for all its scooters and kickboards. Most of our parts are screwed-in instead of fused, making them easier to replace. Micro® uses only the highest-quality materials, which makes all the difference...but see for yourself:

All of our wheels are made of premium PU ShoreA. The quality is the best available and you can feel it when you ride a micro® scooter – the feeling just isn’t comparable. To see the difference take a ride, or you can just drop the wheel and see what happens; no other rebound like micro® wheels!

The rubber plugs are used not only to reduce injuries, they also guarantee a longer life for your scooter because when the scooter falls it is the plugs, not your scooter, that hits the floor, protecting and preserving your scooter for the purpose for which it was intended.

This small plastic part doesn’t seem important - but it makes all the difference - by keeping the tubes in place, it makes for smoother gliding and in colder weather, it stops the two aluminium parts from freezing together.

Micro® uses ABEC5 bearings as a standard feature. These high-quality bearings not only guarantee a noiseless ride, they also resist high pressures.
nothing beats the original - ever!

The multi-mount clips allow an easy securing of the handlebar to the transportation.

The double folding mechanism is very easy to use and it assures the highest safety possible.

These handlebar grips are made with all non-poisonous components. This point of safety is unique and it eliminates the threat of dangerous toxins in the event of a child putting the handle bar in their mouth, or even swallowing a piece of it.

Our products have a serial number at the front which help us to locate a scooter if there were ever any problem with the manufacturing process – we can easily find all scooters concerned.

To see all our available spare parts, please go to http://extra.micro.ms (without www).
**specifications**

- **item no:** SA0020 and SA0021
- **colour:** oasis blue and pastel pink
- **load:** 100 kg
- **handlebar height:** max 720 mm
- **wheels:** 120/100 mm

**sales arguments**

The best value for money in the micro® range.

The micro light is designed with younger children in mind - Its lower height is child-friendly and it’s the only aluminium scooter available in the girls’ and boys’ fashion colours of pink and blue.
specifications

item no.: SA0019  
colour: sandblasted  
load: 100 kg  
wheels: 120/100 mm

sales arguments

The scooter for everyone. Ideal for beginners.

It is made without a lot of special features – because all it needs is the same high standards that go into the design and manufacture of all micro® scooters. This scooter comes with a holder for the shoulder strap.

You can't get more for your money.
specifications

item no.: SA0017
colour: gun finished
load: 100 kg
wheels: 120 mm

sales arguments

The bullet is for the beginner who wants a great basic scooter with something different – style and quality.

The wheels on the bullet set it apart and make the difference - they are made especially for micro®, with the usual micro habit of exclusive quality.

The bullet's surface coating is anodised and its special colours give it a cool look.

This scooter comes with a holder for the shoulder strap.
specifications

item no.: SA0033  
colour: dolphin grey  
load: 100 kg  
wheels: 145 mm shock absorbing

sales arguments

The perfect combination of design, fun and convenience.

It’s not just the stylised ornamental graphics that make this scooter special, it is also the wider deck with its especially big grip tape guaranteeing a safe and extra-comfortable ride.

But the most special detail is the newly patented shock absorption system of its wheels; silicon-bedded bearings guarantee an exclusive and shock-free ride.

Additionally, this scooter is equipped with a stand which folds up automatically when you start your ride - even if you forget to fold it up! The stand is foldable to the front or to the rear.

This scooter comes with a holder for the shoulder strap.
specifications

item no.: SA0032
colour: racing green
load: 100 kg
wheels: extra-wide wheels

sales arguments

Get plenty of street cred with micro rocket’s aggressive design and cool fat wheels.

The ornamental graphic design combined with the racing green guarantees an eye-catching ride.

The rocket’s graphics are exclusively designed for micro®, in a high-quality pad print - not stickers as seen on other scooters.

The wider deck with the special big grip tape guarantees a safe and extra-comfortable ride.

Its special fat tread wheels are not just cool-looking, they make riding on rough asphalt smoother and safer.

The brake is extra-fat and equipped with a rubber insert to prevent your feet getting hot.

It also has a foldable stand to the front and rear for greater convenience. If you forget to fold up the stand before riding, no problem, it folds up automatically.
specifications

item no.: SA0010
colour: alu polished
load: 100 kg
wheels: 145 mm

sales arguments

One of the most comfortable ride you can find!

Many have tried, but none have succeeded in copying micro’s patented flex deck. Made exclusively for micro® by our producer the flex’s deck is made of fibreglass and wood and guarantees an extraordinary driving experience.

Its innovative rebounding wheel, made with extra-fat PU shore coating, creates an extraordinarily smooth ride with low rolling resistance!

And, by the way, this has been our BESTSELLER worldwide for years!

One of the most successful innovations we’ve ever invented.
specifications

item no.: SA0030
colour: black-red
load: 100 kg
wheels: fat wheel and carving wheel

sales arguments

For those who crave the thrill and adrenaline of something that takes them to the edge.

The prize-winning carving wheel is exclusively ours and patented. To ride this scooter is an unique experience.

The wider deck with the special big grip tape guarantees an extra comfortable and safe ride.

Additionally, its fat wheels do not just look cool, the fat wheels provide greater stability on rough asphalt. The brake too is extra fat and equipped with a rubber insert to prevent your feet getting hot.

Last but not least, its special design gives it an incomparable feel.
item no.: SA0033
colour: carrera white
load: 100 kg
wheels: 200 mm

sales arguments

On the boardwalk or urban sidewalk - the micro white is the way to get there in style.

This retro chic urban scooter, the micro white, embodies micro’s high standards of design and performance. For today’s young man or woman, it is the ultimate in modern mobility.

The micro® white’s extra-large 200 mm wheels are designed to create a smooth glide and a comfortable ride.

The white’s deck hangs lower than the axle for greater stability, a comfortable ergonomic position and a smooth ride. The deck is also wide with a big grip tape to provide better gripping.

A special fortified rear fork wheel provides torsion control.

It also has a stand that folds to the front or rear for more convenience. If you forget to fold up the stand before riding, no problem, it folds up automatically.

With quality graphic design, it’s a true micro® innovation.
specifications

item no.: SA0034
colour: pantera black
load: 100 kg
wheels: 200 mm

sales arguments

The black is the scooter for the young urban male with some place to go.

The micro black, like the white, embodies the best of micro design and engineering.

To start, the black’s extra large 200 mm wheels are designed to create a smooth glide and a comfortable ride.

The deck design is unique, with placement lower than the axle, providing greater stability and an ergonomic position on the scooter.

A specially fortified rear wheel fork provides torsion control. Additionally, the wider deck with its big grip tape provides more secure footing.

The micro black also has a stand that folds to the front and to the rear for convenience. If you forget to fold up the stand before riding, no problem, it folds itself up automatically.
new!

flex air 200 mm

specifications

item no.: SA0035
colour: polished aluminium
load: 100 kg
wheels: 200 mm air wheels

sales arguments

The smoothest ride around!

Its innovative 200 mm air wheels create an extraordinarily smooth, safe and comfortable ride, especially on raw asphalt! The wheel should have 80psi / 5.6 bar for optimum riding comfort.

Like the scooter flex, the flex air also has the patented deck made of fibreglass and wood produced exclusively for micro® which guarantees an extraordinary driving experience.

The new integrated back brake system has been developed especially for this scooter and facilitates easy braking.

It also has a stand that folds to the front or rear for more convenience.
specifications

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<td>Weight:</td>
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<tr>
<td>Max. case capacity:</td>
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<tr>
<td>Aircraft conformity:</td>
<td>permitted as hand luggage</td>
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</table>

sales arguments

Luggage that moves you!

A modular luggage system was the vision. The result is a conventional hard shell case with cabin-size dimensions which can also be used as a means of locomotion, thanks to the running board, handlebars and wheels.

The modular structure makes it ideal for use as a rucksack, carrier bag, trolley and, last but not least, as a kickboard® with case (the case can not be dismantled).

Two hand movements are all that is needed to convert the suitcase into a genuine micro® scooter, not only giving luggage and driver more mobility, but attracting looks of amazement as well.

An additional benefit is that this trendy eye catcher conveniently circumnavigates luggage restrictions at the airport, as the micro® travel scooter may be taken on board as hand luggage. This combination is a world first.
**specifications**

<table>
<thead>
<tr>
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<tr>
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<tr>
<td>wheels</td>
<td>120/85 mm</td>
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</tbody>
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**sales arguments**

Surfing the sidewalk – the mini micro was elected Toy of the Year by kids and parents in 2007!

This sports toy not only encourages movement and exercise, it also helps children to learn balance, co-ordination and motor skills.

It was specially 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 fibreglass. 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 braking.

Available in the colours pink and blue.
Limited Edition
With the usual micro habit of exclusive quality, the popular mini micro is now available in different colours: blue, pink, orange, green, red and yellow.
specifications

item no.: MM0010/ MM0011
colour: black/ purple
steering: joystick
load: 50 kg
age: 6+
wheels: 120/85 mm

sales arguments

A perfect next step for mini micro kids, the maxi micro is for those who loved to surf the sidewalks on the mini micro, but just got too big!

Before hopping on one of micro's kickboards, which are designed for bigger kids and grown-ups, the maxi micro fills the gap.

The telescope steering stick is easy to handle and gives the ultimate feeling of surfing.

The ball grip is specially designed for a child's hand –making the maxi easy to steer.

A special design which not only looks good, its honeycomb structure provides torsion control.

The low deck is extra-reinforced fibreglass and the lower bottom plate is strong, ensuring stability even when the scooter is used to its capacity.

Double rear-wheeled for extra safety and a cool look.
specifications

item no.: MM0014/ MM0015
colour: purple/ black
steering: T-tube
load: 50 kg
age: 6+
wheels: 120/85 mm

sales arguments

A perfect next step for mini micro kids, the maxi micro is for those who loved to surf the sidewalks on the mini micro, but just got too big!

Before hopping on one of micro’s kickboards, which are designed for bigger kids and grown-ups, the maxi micro fills the gap.

The T-tube handle makes it even easier to steer and is adjustable.

A special design which not only looks good, its honeycomb structure provides torsion control.

The low deck is extra-reinforced fibreglass and the lower bottom plate is strong, ensuring stability even when the scooter is used to its capacity.

Double rear-wheeled for extra safety and a cool look.

The brake is high-quality with steel spring insert and doesn’t get hot while braking.
specifications

item no.: KB0006
colour: sandblasted
load: 100 kg
wheels: 120 mm

sales arguments

The model for all who want to start with a kickboard®.

This beginner kickboard® is ideal for everyone. It is easy to learn and thanks to its special short aluminium deck it is easy to handle.

The patented telescope stick steering has a comfortable ball grip.

The axle tension can be tightened or loosened to adjust the tension on the steering to accommodate the large and the small.

Special sand-blasted aluminium finish.
specifications

item no.: KB0005
colour: alu polished
load: 100 kg
wheels: 120/100 mm

sales arguments

The original – for the young and the young at heart.

This was the first kickboard® - ever! And it is still successful - after all, it’s a classic.

Its patented, telescope stick steering has a comfortable ball grip and is exclusive to micro.

Like most micro products, the kickboard® is foldable.

Many have tried, but none have succeeded, to copy micro’s patented flex deck. It is made of fibreglass and wood and only micro® gets this special deck from an exclusive producer. Thanks to its flexibility it guarantees an extraordinary driving experience.

Thanks to a rubber insert on the brake, your feet don’t get hot after using it.
kickboard monster specifications

item no.: KB0005
colour: alu polished
load: 100 kg
wheels: 120/100 mm

sales arguments

The kickboard monster combines the best features of the original kickboard®, with the bullet’s fat tyres, and then micro® reinforced it, to make a kickboard® we had to call the monster.

It might be our future classic!

It has a patented, stickable telescope stick with a comfortable ball grip.

This kickboard® is foldable and also its steering is patented and exclusive.

Many have tried, but none have succeeded in copying micro’s patented flex deck. It is made of fibreglass and wood and only micro® gets this special deck from an exclusive producer. Thanks to its flexibility it guarantees an extraordinary driving experience.

Thanks to a rubber insert on the brake, your feet don’t get hot after using it.
specifications

item no.: GB0002
colour: alu
load: 20 kg
age: 2 - 5 years
wheels: 200 mm

sales arguments

Maximum mobility with minimum weight!

The g-bike+ is a revolutionary runner bike for small children. Thanks to its light weight, it can be carried easily by hand or with a pram. The g-bike+ weighs half as much as other comparable models on the market.

It helps to develop the balance of toddlers and pre-school kids. As confirmed by our enthusiastic customers, young children love to ride it.

The new g-bike+ has extra-big wheels to guarantee maximum safety and stability.

Handlebar and saddle are adjustable and the rubber knob is there to protect kids from injuries.

Probably the most innovative runner bike ever.
Micro xtreme turns the youth scene on its head

The skateboard has competition: micro® scooters are in on the act. Micro Mobility Systems has reacted to the trend by creating the micro xtreme. Its robust construction makes possible top acrobatic performance in the halfpipe. The freaks are currently still cavorting in the underground. However, the community, which disseminates its news and videos mainly via the Internet, is becoming larger every day. micro®’s own stunt team took part in the X Games in Barcelona for the first time this year.

Soon after its invention, the innovative micro® scooter proved that it is more than just a practical means of everyday transport and a companion to thousands of children. Extreme athletes discovered the versatile vehicle for themselves and tested its limits in the halfpipe. With acrobatic turns like the double back flip, youngsters have not only challenged the skateboard but developed a new sport.

What began as an underground movement for a few freaks has now become a trend. More and more freestyle events with the new scooter are taking place worldwide. Enthusiasts formed their own micro xtreme team as long ago as 2005. Home-made videos are disseminated via Youtube and Facebook. Since the market launch of the micro® scooter, the micro xtreme is the fastest growing area for Micro Mobility Systems.
specifications

item no.: SA0062  
colour: pantera black  
weight: 3300 gr  
wheels: 120 mm

sales arguments

High quality combined with a minimum weight level make this basic stunt scooter unique.

The solid 450 mm (17.7 inches) extra-wide handlebars are specially developed for practising stunts.

The handgrips are a combination of 35A (grey part) and 30A (black part) PU, ensuring optimum comfort and grip.

The handlebars are fitted with a new quad locking clamp which allows the rider the option of single hand riding.

The stems are now connected to the fork with a double clamp system, making this connection even more stable than a regular micro scooter.

We use FSA B52S headsets, superior-quality products bearing the cult "full speed ahead" brand name which are also used in Carbon Race Bikes from the high-end Bianchi brand.

We have used 40% more material in the footplate and screw-fitted block to improve the stability of the scooter when jumping.

This scooter comes with a stable new stunt brake.
The brake on the XT has been specially developed to make it stronger than all other brakes. The spring itself is longer and stronger than those fitted on any other model. The wheels themselves are casted onto metal cores for greater strength and to eliminate the common problem of shattered hubs. In an attempt to keep the ride as smooth as possible these wheels have been developed using 20% more polyester urethane. The XT model comes as standard with 100 mm wheels, however, it will also accept 110 or 120 mm wheels depending on rider preference.

The double T footplate has been replaced with a larger new double square section platform which not only provides maximum strength and support but also offers riders a more uniform platform for grinds that will last and last. The new footplate is fitted with a full length of grip for a more secure footing.

To get the XT model right, we had to start again from the very beginning and produce a scooter that was solely designed for xtreme use, not a scooter that was designed to commute and then modifying it. The new XT is extremely Hardcore and is intended for the very best riders out there. Even the folding mechanism is gone which has been the trademark of our brand so long, as is the adjustable handlebar height and super light weight. Once you've bolted and locked this into position and set your preferred height, that's it; get on and ride this XT to the very xtreme!

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**specifications**

- item no.: SA0061
- colour: deep blue
- weight: 3995 gr
- wheels: 100 mm metal core wheels

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**sales arguments**

The mx-park combines experience with the best quality available, making this scooter incomparable.

The solid 450 mm (17.7 inches) extra-wide handlebars are specially developed for practising stunts.

The handgrips are a combination of 35A (blue part) and 30A (black part) PU, ensuring optimum comfort and grip.

The handlebars are fitted with a new quad locking clamp which allows the rider the option of single hand riding.

The traditional quick-release clamp has been replaced by a single-lock fixed clamp that, once secured and working in conjunction with the sand blasted finish of the T-stem, ensures that it remains firmly locked down during use.

A new, 40% thicker and longer fork system replaces the standard fork to make it more stable.

We use FSA B52S headsets, superior-quality products bearing the cult "full speed ahead" brand name which are also used in Carbon Race Bikes from the high-end Bianchi brand.

Connection pieces are secured horizontally and vertically with 6 screws to ensure maximum stability of the connection between the handlebars and footplate.

The new footplate design gives us maximum stability at a minimum weight level. The underside of the footplate is extra-wide for perfect grinding.

The wheels themselves are cast onto metal cores for greater strength and to eliminate the common problem of shattered hubs. These wheels have been developed using 20% more polyurethane to keep the ride as smooth as possible.

This scooter comes with a stable new stunt brake.
**specifications**

- Item no.: SA0060
- Colour: gun finished
- Weight: 5000 gr
- Wheels: 100 mm metal core wheels

**sales arguments**

The ultimate professional stunt scooter. Only suitable for professional stunt riders with many years of experience on lighter models such as the bullet street pro and mx park.

The handgrips are a combination of 55A (blue part) and 35A (black part) PU, ensuring optimum comfort and grip.

The handlebars are fitted with a new quad locking clamp which allows the rider the option of single hand riding.

The traditional quick-release clamp has been replaced by a single-lock fixed clamp that, once secured and working in conjunction with the sand blasted finish of the T-stem, ensures that it remains firmly locked down during use.

A new, 40% thicker and longer fork system replaces the standard fork to make it more stable.

The wheels themselves are cast onto metal cores for greater strength and to eliminate the common problem of shattered hubs. These wheels have been developed using 20% more polyurethane to keep the ride as smooth as possible.

Connecting the stems to the fork is now done using a double-clamp system making this connection even more stable than ever before. The headset itself has been improved and now features new headset rings which are heat-treated for improved strength and have a much tighter tolerance than systems used on other scooters. This gives a better reaction time, allowing the rider an improved integration and response when performing tricks.

The brake on the XT has been specially developed to make it stronger than all other brakes.
All riders are highly trained professionals.

www.youtube.com and search „micro scooter“
micro® kids day

The micro® scooter Kids’ Day is dedicated to pre-school and primary school children. The focus is on learning and practising the safest behaviour with their new form of mobility. They also learn fun techniques to promote scooter skills.

For safety the kids learn how to ride their scooters defensively, whether they are riding to school or in their leisure time. They learn to rely on good safety rules for their security, not on the good behaviour of car drivers.

Children discover many new techniques during the practical workshops, for example how to brake correctly and how to control falls and other potential injuries. All the children are required to wear knee and elbow pads and the right kind of helmet. They learn that only by respecting all the rules can they avoid injury or accidents.

The children are taught many techniques to enhance their scooting fun. They do exercises to learn curving techniques, slalom, switching legs and balancing. There are also opportunities to participate in competitions just for fun.

More than 12,000 children have participated in this 90-minute workshop which we hope will help them to have fun and be safe on scooters all of their lives. And of course it is fun for us too!
exhibitions

ISPO winter in Munich, Germany
Toy Fair in Nurnberg, Germany
Tokyo Int’l Sport Show in Tokyo, Japan
Sport Praque in Prag, Czeck Republic
OE SFA winter in Salzburg, Austria
Fietscongres 2010 in Ede, Neatherlands
Intersport red/blue in Heilbronn, Germany
Sport ACHAT in Lyon, France
ISPO China in Beijing, China
NOSPO in Oslo, Norway
Ita Toyshow in Piacenza, Italy
Trendboulevard in Zürich, Switzerland
Irish Sport Show in Dublin, Ireland
Toy Fair Middle East in Dubai, UAE
SGMA Sportshow in Las Vegas, USA
ISPO summer in Munich, Germany
Outdoor in Friedrichshafen, Germany
Eurobike in Friedrichshafen, Germany
Surf Show in London, England
OESFA bike & trimm in Salzburg, Austria
Sun Gio Sun in Rimini, Italy
Millionaire Fair in Moscow, Russia
Sport Life in Brünn, Czeck Republic
Toy Fair in New York, USA
Sport Achat in Lyon, France
Here are some famous micro® fans.

It makes us proud that celebrities choose our brand – those who can have the best - and they have it!

**Hugh Jackman**
One of our biggest fan is Hugh Jackmans daughter Ava! The press sais "...seen as usual on her scooter...". But also her brother loves to ride the maxi micro!

**Michelle Williams**
Her daughter Matilda with her mini micro.

**The Beckhams**
Cruz Beckham, son of Victoria and David Beckham, loves micro too.

**Madonna**
Lourdes, Madonnas daughter, in the central parc with our kickboard.
references

The micro® scooter is a global success - a bestseller, popular with children, teenagers and adults.

You can find our products in more than 3,000 selected, specialised shops in over 60 countries.

Some of the shops where micro® products can be found:

- Harrods
- Hamleys
- THE SHARPER IMAGE
- Galeries Lafayette
- Go Sport
- GALERIA KAUFHOF
- Toys "R" Us
- XXL sport & villmark
- DECATHLON
- OCHSNER SPORT
- SportScheck
- Athleticum
- INTERSPORT
- SPORT XX MICRO
A picture is worth a thousand words...

marketing and public relations
micro, always on the move to improve.