

PRESS RELEASE

PRE-ORDER THE LATEST ROADWORTHY E-SCOOTER MODELS NOW FROM MEDIAMARKT AND SATURN

- First street-legal e-scooter models can already be pre-ordered from MediaMarkt and Saturn
- Range to be gradually expanded

Ingolstadt, 13 June 2019: In just a few days' time, the eKfV Small Electric Vehicles Regulations will come into force in Germany. When that happens, there'll be nothing to stop people from riding electric scooters in traffic – as long as they comply with the German highway code and meet all the necessary criteria to be declared roadworthy. The first such models are expected to go on sale this summer – and anyone wanting to secure one of these swift speedsters early on can now do so at MediaMarkt and Saturn. The two consumer electronics retailers will be stocking the first street-legal electric scooters, and they can already be pre-ordered from their online shops and in-store. Moreover, the range will gradually be supplemented by other e-scooters suitable for use on public roads.



Nippier than bicycles and greener than cars, electric scooters have long been very popular in many countries. In Germany, too, there's plenty of interest in these innovative means of transport. According to a recent survey commissioned by MediaMarkt, one in four Germans are interested in trying out an e-scooter. And no wonder, for thanks to their lightweight, compact design, ease of use and flexibility, they're a thrilling way to get around. Short journeys can be undertaken quickly and conveniently without annoying traffic jams or exhaust fumes. In addition, e-scooters can be folded up and easily taken on public transport such as underground trains, and they also make the annoying search for a parking space a thing of the past.

MediaMarktSaturn

For anyone who wants to secure a practical, roadworthy electric scooter and be one of the first to dart around on the streets of Germany, there are now various models which can be pre-ordered from MediaMarkt and Saturn. Customers can choose from e-scooters built by CityBlitz, ICONBIT and CAT. Prices start at €399. According to the manufacturers, the first models will be delivered this summer.

More details on the above-mentioned e-scooters are available online in [MediaMarkt's E-Scooter Special](#) and [Saturn's online shop](#).

Plenty of information about the use of e-scooters is contained in the attached fact sheet. If you've any further questions or would like to arrange an interview, we'll be happy to put you in touch with an expert.

About MediaMarktSaturn

The MediaMarktSaturn Retail Group is Europe's leading commerce company for consumer electronics and related services. It sees itself as a partner, daily companion and navigator for consumers in an increasingly digitized world. MediaMarktSaturn and its portfolio of formats and brands flexibly respond to the needs of different customer groups and countries. Apart from fronting the MediaMarkt and Saturn brands, which comprehensively network their more than 1,000 bricks-and-mortar stores (including 430 in Germany) with online sales platforms, the Media-Saturn Group operates online pure players such as iBood. Moreover, its portfolio includes its own brands PEAQ, KOENIC, ISY and ok. Majority-owned by CECONOMY AG, in 2017/18 MediaMarktSaturn and its approximately 62,000 employees generated total sales of about €21 billion. www.mediamarktsaturn.com

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