

BRAND PRODUCT CONCEPT

# The only One you need.

VALUE PROPS

## All-in-One

It's a bike. It's an e-bike. It's everything you need, nothing you don't.

### Feature Talking Points

- With lightweight frame and a powerful detachable battery pack, the Lemmo One is both e-bike and standard bike in one.
- With Apple's Find My GPS system incorporated in the frame, Lemmo One has security built in, making it safe to park and easy to locate anywhere in the world.
- Our patented universal phone holder seamlessly integrates into the bike stem, so it's simple to access when needed, or to discretely store away.
- Smartpac, our all-in-one tech pack houses all of the bike's e-parts in one place, plus GPS tracking and USB charging ports.
- Charge more than your bike: the Smartpac can power your laptop, mobile device, and more with built-in USB charging ports.

### Proof Points

- All road E+Bike
- Lightweight aluminum frame
- Integrated Find My GPS
- Universal phone holder
- Battery pack

## Premium

Sustainable without the sacrifice: It's all of the quality and power, none of the compromise.

### Feature Talking Points

- With an integrated torque sensor in the rear wheel set and a hidden suspension saddle system, the Lemmo One offers an always-smooth and comfortable ride.
- The lightweight, beautifully bonded aluminum frame has internal routing for electrical wires, for a clean, streamlined look.
- With a 100km full charge, this all-road bike is built to take you further, faster.
- The innovative hub e-lock immobilizes the rear wheel, keeping your bike secure when parked.

### Proof Points

- Sleek, award-winning design
- Integrated torque sensor
- Hidden suspension saddle system
- Smooth riding experience
- 100km full charge.
- Quiet motor
- Hub E-Lock

## Empowering

You're in the saddle, and you're in control. Ride the way you want.

### Feature Talking Points

- Because all of our upgrades are designed with modularity in mind, current Lemmo owners can apply upgrades to any model at any time, ensuring they always have access to our latest advancements in bike technology.
- Our patented dual mode hub allows you to switch from electric to manual with a simple twist of a cap.
- With a slide-to-remove Smartpac, the bike frame is designed for easy maintenance at any bike shop- no specialists required.

### Proof Points

- Simple bike to e-bike conversion with a slide-to-remove Smartpac
- Modular upgrades
- Easy maintenance

# Anything but ordinary.

Transportation will never be the same. Lemmo, a leader in the world of urban mobility, is proud to announce an update to its award winning e+bike, the Lemmo One, as part of a lineup of future innovative micromobility solutions. With a commitment to sustainability, efficiency, and premium design, Lemmo aims to drive and transform the way people navigate urban landscapes.

In short, Lemmo designs **anything but ordinary.**

**We like to introduce to you the highly anticipated second generation of the Lemmo One. Advanced E+Bike technology and a range of additional upgrades make it to the most capable and powerful bike for all urban terrain to date. The all new features include:**

**1. Enhanced Riding Experience:**

An integrated torque sensor in the rear wheel set, delivering an incredibly smooth and natural riding experience.

**2. Best Safety and Security:**

An innovative Apple "Find my" system in the frame. This groundbreaking duo positioning technology combines the power of Apple "Find my" and GPS, making it the world's safest bike to ride and park.

**3. Revolutionary LEMMO Patent Phone Holder (Accessory):**

It comes with a default-installed specially designed bike stem with the possibility to integrate the LEMMO patent phone holder. This universal phone holder is seamlessly hidden when not in use, eliminating the need for a special phone case.

**4. Cutting-Edge Hidden Suspension Saddle System (Accessory):**

Also coming this March, the long-awaited hidden suspension saddle system will finally hit the market. After extensive testing and overcoming modeling challenges, this innovative feature ensures a comfortable and smooth ride.

**5. Upgrades for everyone:**

All the upgraded parts of the Lemmo ONE are designed with modularity in mind. They can be easily applied to all first-generation ONE models, allowing existing owners to enjoy the latest advancements in bike technology.

**Experience new cutting-edge tech features of urban cycling with the Lemmo ONE. It combines performance, safety, and innovation to redefine your riding experience. A groundbreaking blend of functionality, versatility, and design. Enabling to conquer city streets like never before.**

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**Lemmo One E+Bike Highlights:**

**6. The Dual-Mode Hub:**

A patented dual mode hub that allows switching from e-bike mode (E-Mode) to manual bike mode (M-Mode) with a simple twist of a cap. The cap will disconnect the clutch from the motor and the hub will roll, completely resistance free.

**7. The Smartpac:**

A light, all-in-one smart-tech pack and portable powerbank that houses all the bikes' e-parts, including the battery, motor controller, IoT device and USB-A and USB-C charging ports and GPS tracking. Charged in 3.5h with a range of up to 100km.

**8. Lightweight:**

Full bike weight with the Smartpac battery is only 18kg, which is ideal for touring, commuting and casual sport riding. Bike 15kg + Smartpac 3kg.

**9. Seamless Frame Design:**

Advanced aluminium frame construction technology that is pure and smooth — no welding, no sharp edges. One smooth look in the colors grey or sand. With a versatile frontlight and portable torch. Red Dot Award Winner Best of the best 2023.