

World-first Electric scooter with smartphone connection unveiled



Terra Motors Corporation releases its new model of electric scooter, A4000i and A4000. One of the new features of this model is the smartphone connection.

There are several concept models of electric motorcycle with smart phones released by other motorcycle manufacturers in EU. However, Terra Motors releases the world-first mass production model of its kind. Smartphone connection can provide new service to customers. Electric scooter will be more than means of transportation. Terra Motors will deliver this model mainly Asian market. Terra Motors target is 100,000 unit sales by the end of 2015.

【Smartphone Connection】



Main feature is the smartphone connection. The first line-up of applications is capable of store following data to cloud database.

1. Electricity consumption while driving.
2. Remaining Battery.
3. Various data while driving.

* Current model can only be available with iPhone series.

Using smartphone connection and data collected from each electric scooter, Terra Motors intends to deliver new services with big data in medium to long-term.

The most valuable data is location information. By collecting and analyzing the location information of users, new services such as personalized advertisement will be possible.

In automobile industry, manufacturers have provided car navigation system. However, Google and Apple seek the new market in automobile industry and getting into location information business in developed countries recently.

In the South East Asian market, smart phones are starting to prevail. However, since main means of transportation is still motorcycles, there are few companies that provide service related to location information. Therefore, Terra Motors is going to provide electric scooter with smart phone connection,

collecting big data in Asian market that one other ICT players have collected.

With utilizing this big data, we will provide various services in Asian market. Terra Motors is considering of corporate with third party as well.

Other Main Features of A4000i

-Japanese Quality ~Product and Battery~

For the development of A4000i, Terra Motors sent employees to South East Asian countries 2 years ago. With elaborate research on motorcycles in Asian market, we develop a model that is suitable for the usage in Asian market. A4000i can be driven in rough road in Asia. A4000i has capability for 2 people driving. A4000i can also be used as a commercial motorcycle.

At the same time, A4000i is powered by original Terra Motors lithium battery. Battery endurance is about 50,000 km. This figure is five times longer than Chinese electric bikes in Asian market.

-High performance

A4000i can go smoothly on a steep grade with a careful development of accelerating performance. The detail is written in the attached files.

Terra Motors in the Asia

Asian market takes up about 80% of the whole motorcycle market. In this market, high gasoline price and air pollution caused by gas emission have aroused need for electric scooter. As the result, in China, more than 30,000,000 units of electric bikes are sold each year.

However, Chinese electric bikes face battery life problems, maintenance problems, and part supply chain problems in addition to its product quality in Asian market. Therefore, these electric bikes are not able to compete with gasoline motorcycles produced by major Japanese manufacturers.

Terra Motors will wipe out these images (Cheap but insufficient product quality

and service.) with A4000i and A4000.

Focusing in Asian market, Terra's goal is to deliver 100,000 units by the end of 2015 and aim for the same positions in the electric two wheelers industry as Tesla Motors in the electric automotive industry.

【Company Overview】

Terra Motors is No1 electric two&three wheelers manufacturer in Japan established in April 2010. Its headquarters is located in Shibuya, Tokyo. There are currently over 1,000 dealers and 3,000 service networks in Japan. They got No1 market share in Japan 2011 and 2012.

They have representative in Vietnam, Philippines and India to expand their business.

Also, Nobuyuki Idei (Former President of Sony Corporation), Koichiro Tsujino (Former President of Google Japan) and Kenji Yamamoto (Former President of Apple Japan and Vice-president of Apple head) have already invested Terra Motors.

For more information, <http://www.terra-motors.com/>

【Hi Resolution Pictures & detail spec for the article】

You can download here.

【Media Coverage about this topic】

The Japan Times

<http://www.japantimes.co.jp/news/2013/07/10/business/electric-scooter-wit-h-iphone-connection-unveiled/>

NHK World

http://www.youtube.com/watch?v=u8_yoA2gC38&feature=youtu.be

【Recent Media Coverage about the other topics】

-Tech Crunch

<http://techcrunch.com/2013/04/02/tokyos-terra-motors-wants-to-help-electric-vehicle-transport-go-green-from-the-ground-up/>

-Tech in Asia

<http://www.techinasia.com/terra-motors-asias-electric-motorbike-horizons/>

-Terra Motors media coverage omnibus 2012

<http://www.youtube.com/watch?v=BcTxe1RxFsG&feature=youtu.be>

【Contact】

PR manager

Tetsuya Ohashi

TEL

+81 (0)3-6674-9558 / +81 (0)90-6166-4801 (mobile)

Mail

ohashi@terramotors.co.jp

Web

<http://www.terra-motors.com/>