



## SWEDISH AUTO STARTUP UNITI UNVEILS ITS FIRST CAR – THE BOLD CITY EV, “UNITI ONE”

Sweden, Dec. 7, 2017 - Uniti, Sweden's newest electric carmaker, today revealed its eagerly awaited new vehicle, the Uniti One. The stylish yet affordable vehicle is designed to set new standards in sustainability, safety and convenience for a price tag of under €19 900.

Held at the company's production facility in Landskrona, Uniti's first annual launch event (U17) offered a first peek of the capabilities of Uniti One in front of a 2,000-people strong crowd of press, insiders, enthusiasts, investors and partners. Audience members were given a hands-on preview of the vehicle's many innovative features, such as impressive energy efficiency (300km with only a 22kWh battery), and its unique and intuitive user experience. Lewis Horne, CEO of Uniti states, "We are pleased to share our progress and demonstrate our vision for future mobility as we move towards mass production." A demonstration of its forward-thinking interior drew audible interest as it showcased two available steering options, one traditional and also their world-first, centre pivot joystick control system unique to Uniti.

The event also included demonstrations and symposia from teams representing twenty-four key partners including Nvidia, Siemens, Tele2, E.ON, Kuka Robotics, Haldex, BorgWarner, Fanuc Robots and many more. To illustrate how the highly sustainable Uniti One will emit at least 75% less carbon across its lifecycle, partner Kuka Robotics demonstrated a vision of Uniti's lean and automated approach to manufacturing, one that is significantly more scalable than traditional automotive production methods.

Uniti will offer a line of two, four and five-seat vehicle models, with first deliveries targeted for 2019. All models are premium products, but even the high-end versions will retail for around €19,900, with lower cost options available for as low as €14 900. Eager customers can join a rapidly growing list of Uniti enthusiasts (over 1,000 pre-orders to date and rapidly growing already before launch) by reserving their Uniti One for a refundable pre-order cost of €149. Pre-ordering the Uniti One will offer early access to the online vehicle configurator, eligibility for the pending beta test program, and early delivery among other perks. Further details and purchase options are available online at [www.uniti.earth/order](http://www.uniti.earth/order) or through Uniti retail partner [MediaMarkt](https://www.mediamarkt.se). Prospective drivers in Sweden can also now visit in-store showrooms to see the Uniti One for themselves by visiting MediaMarkt locations in Malmö (Svågertorp) and Stockholm (Nacka). The launch of these in-store locations will occur at 10am on December and the interest is very high.

The event will be livestreamed at [www.uniti.earth/u17](http://www.uniti.earth/u17) and the company also posts regular updates on the progress via their [YouTube channel](#).

### About Uniti

Uniti exists to design, produce and bring to the mass market, ultra modern, high performance, premium electric cars. Uniti vehicles are lightweight, and designed with a particular focus on holistic sustainability. The vehicle will be launched on 7 December 2017 in its production facility in Landskrona, Sweden, and first deliveries are scheduled for 2019.

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