



Yadea Scooter ElitePrime

PRODUCT OVERVIEW

URBAN ELITE VALUE

Workplace
Professionalism

Do things
Have an attitude

Life
Have Enthusiasm

Mind
Inclusion



Target user



Urban style elites

» Basic information

- Age group: 30-40 years old
- Male to female ratio: 7:3 Male users are the majority
- Economic situation: have a certain economic foundation, non-price sensitive people
- Career stage: Capable and pursuing

» Population characteristics

- Fresh tasters with consumption power, unique self-style, and personal belief.
- Pursue professional height and depth, pay attention to life experience and quality details.
- Believe in minimalism, pursue taste and style.

» Scooter usage:

- Scooter existing user/long-term rental scooter/experienced scooter
- Extremely dissatisfied with the shock absorption performance of existing scooters, and pursued a sense of riding experience
- Think that scooters are a reflection of the quality of life, and expect a tasteful product

Competitive Analysis

Medium and low-end products

Poor user experience

- Insufficient performance
- No shock absorption
- Troublesome maintenance

Midium and high-end products

Performance stacking

- Serious homogenisation of appearance design
- The shock absorption effect is average
- Mainly focus on long range and high power

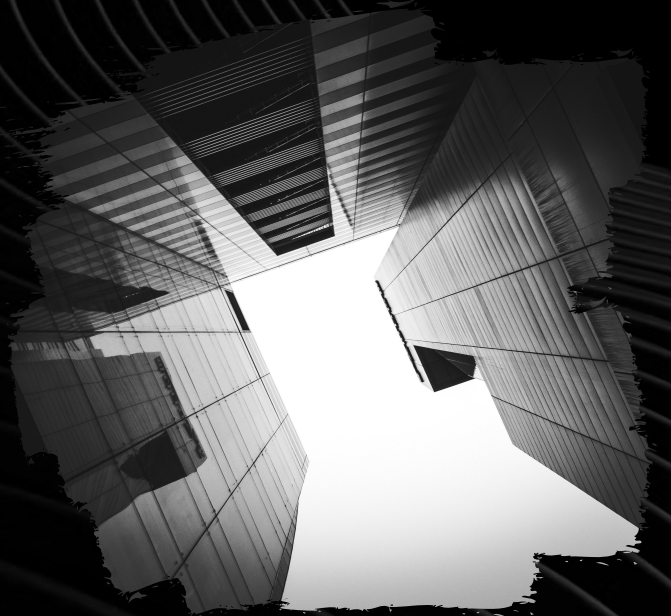
High-end products

Market vacancies

- Shock absorption methods are common
- Poor human-machine experience
- Brand power is not enough
- Product concept is missing

The Scooter Of Urban SUV

- Focus on solving shock absorption, range and quality problems
- Innovative appearance design, more high-end and more technology
- Seek the core of the product and establish a sense of identity with users



Application Scenario



Working:

Elegance, ease, stylish, tenacity, daily commuting, shuttle

Life:

Warm, constantly trying new things, shopping, leisure and entertainment

PRODUCT SELLING POINT

Why ElitePrime is the Urban SUV of Scooter

- **Design:** Create a new minimalist technology dynamic aesthetic shape for the new elite of urban style, with curved handlebar, small upturned tail, and high chassis, giving the ElitePrime SUV-like aura.
- **Comfort:** Only the SUV-level independent shock absorption design can ignore the rough and easy to control various urban environment and road conditions.
- **Power:** Equipped with SUV-class high-performance motor, your scooter has incredible acceleration.
- **Safety:** With a comprehensive safety protection system, it provides SUV-level security for your riding.





DESIGN



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Product

1.01 Automobiles / Vehicles

Yadea Scooter ElitePrime

Electric Scooter

YADEA TECHNOLOGY GROUP CO., LTD.

Elite Prime Scooter, designed for city daily urban short-range commute within a 10km radius, can be some help of relieving congestion and saving users' time. With the unique and clean design, it's significantly different in styling compared to other similar products, and the design is based on improving user experience instead of purely adding selling points. As a user centered product, human factors are taken into account in its form and detail design. The excellent performances of power and shock absorption offer a better riding experience, by which we hope to attract more people into the practice of green short-distance travel.

Front & rear single cantilever

Left and right asymmetrical design, subverting stereotypical shapes, reshaping technological beauty. The cantilever is made of aluminum alloy, which is strong, anti-corrosion and durable.



Excellent ergonomics



185*565mm widened and lengthened pedal



585mm Wide handlebar



155mm chassis ground clearance



1050mm handlebar height



Crafted to 3C standard



Aviation grade 6 series aluminum alloy

- High strength/Lightweight/Corrosion resistance

Matte powder spraying process

- 80-120 μ m thickness, fine touch, depleted, wear-resistant, scratch-resistant
- Can effectively protect vehicle body

Core component technology

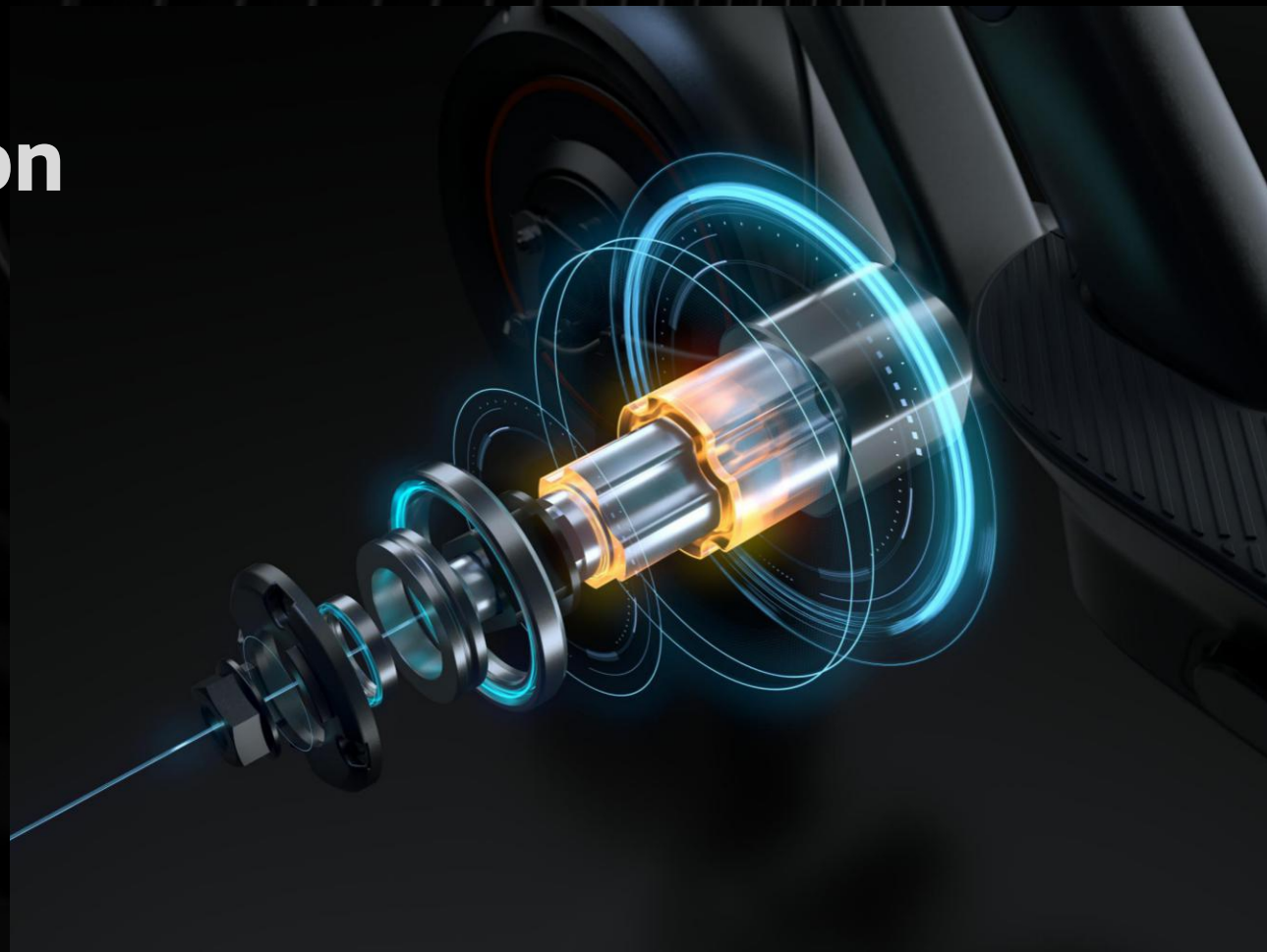
- 3D integrated smooth forging
- Squeeze Casting
- High pressure casting

COMFORT



Polymer shock absorption

Innovative shock absorption technology from aerospace and large-scale engineering fields, modular structural components and equipped with unique high-toughness polymer materials, quickly absorbing vibration, and excellent shock absorption performance.





PERFORMANCE



1500W PMS&BLDC Motor

Higher efficiency More power More precise control

Peak torque **40 N.m**

Top speed **30km/h**

Climbing slope **30%**



65km Long- range Battery

Automotive grade 21700 power type ternary lithium cell, with aluminum shell to ensure high reliability, high density energy storage, achieve stable and long endurance.

IP67

waterproof level

BMS

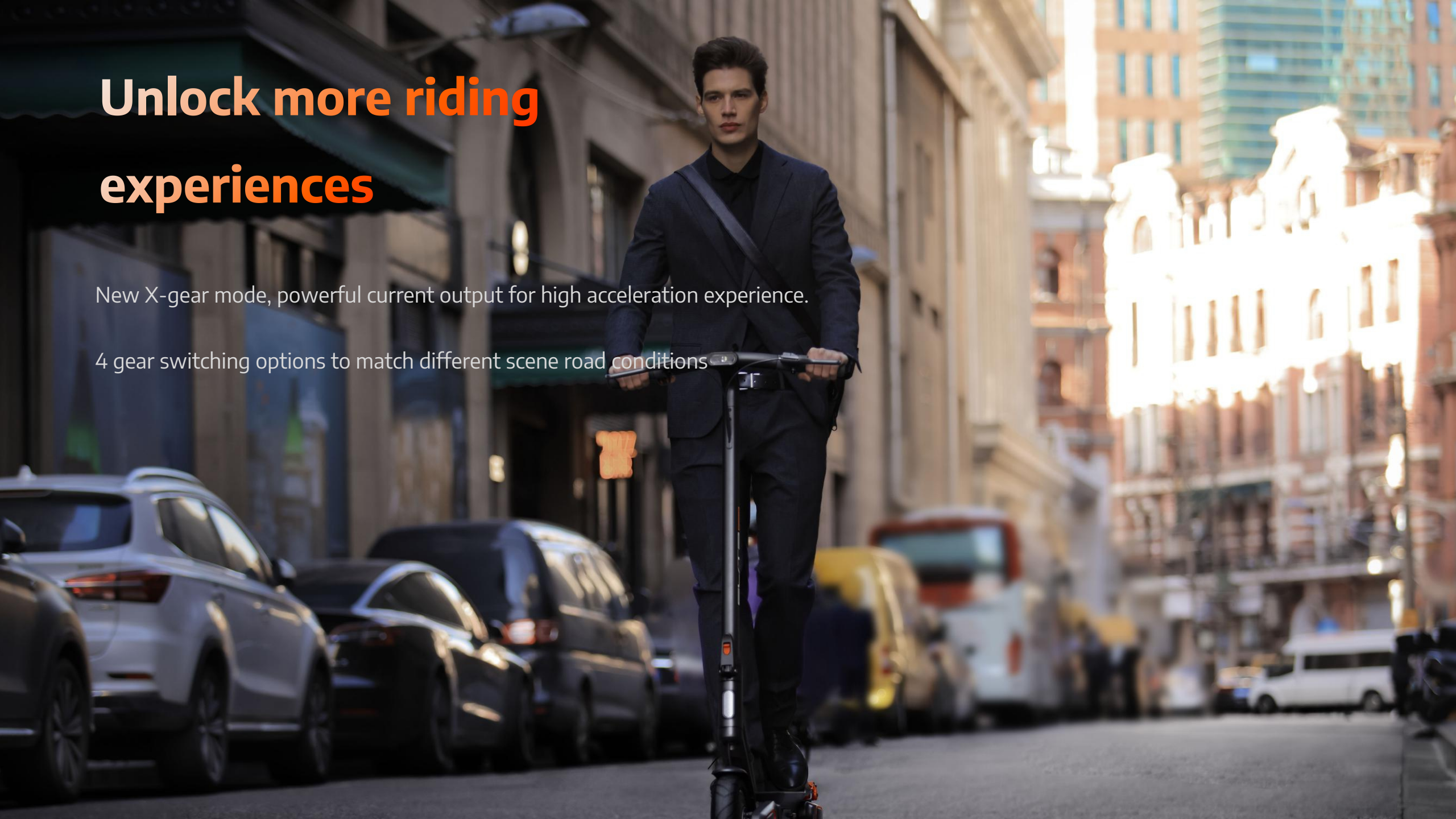
Intelligent electronic control

* Rated range: Vehicle under full charge, 75kg load, ambient temperature 25°C, no wind, asphalt flat road, 15km/h uniform speed measured.

Unlock more riding experiences

New X-gear mode, powerful current output for high acceleration experience.

4 gear switching options to match different scene road conditions



Yadea MagQuick Power Adapter

The application of a new generation of semiconductor material gallium nitride (GaN), beautiful appearance and reliable performance. Its power density, energy conversion efficiency, thermal conductivity and other aspects comprehensively surpass traditional silicon semiconductor chargers.

Small size, high power

92% ultra-high conversion efficiency





SAFETY

MPN Self-healing Tires

nano memory gel

The inner wall of the tubeless is sprayed with a gel layer (working temperature: -40°C - 170°C), which can quickly self-healing in case of puncture damage, explosion-proof and puncture-resistant without air leakage, ensuring the comfort and safety of riding

10-inch thickened tubeless tire

The flat tire structure achieves stronger grip and better damping effect

2.7-inch widened tread

Unique rubber formula with broken water tread, wet road anti-skid



Dual acting opposite cylinder disc brake

Two-way force control to avoid disc deflection, friction loss, and reduce brake noise

Diameter

120mm

Thickness

1.8mm

Braking distance

<4.4m

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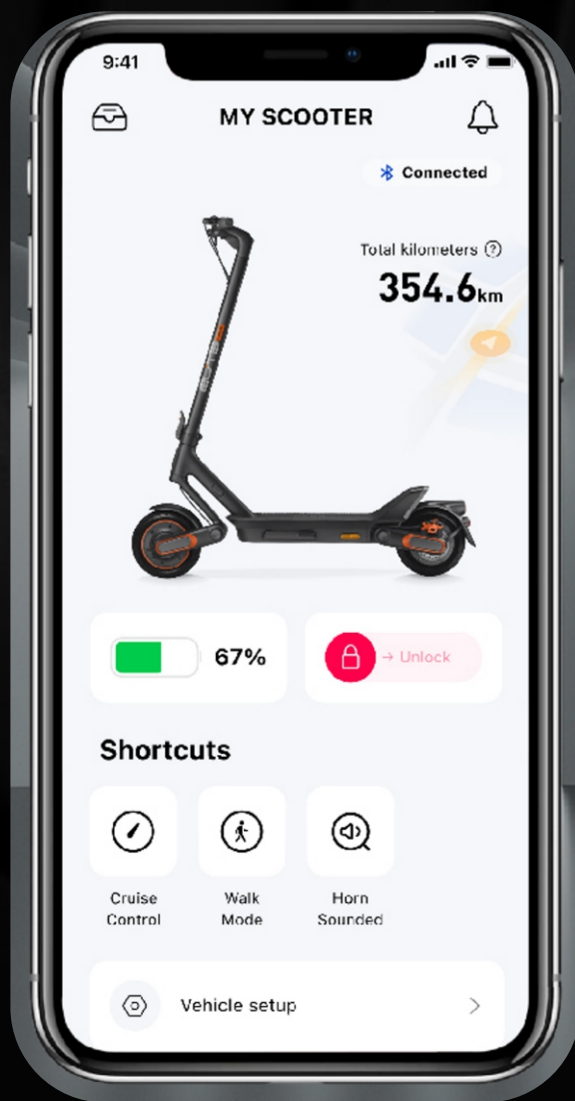
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APP Smart Connection



Cruise control

No intervention riding, reduce long ride fatigue

Energy recovery

Intelligent recovery of brake kinetic energy loss, extend riding mileage

OTA wireless upgrade

Real time update vehicle status, unlock more experiences

Bluetooth parking

Keep away lock vehicle, close to unlock, abnormal movement alarm

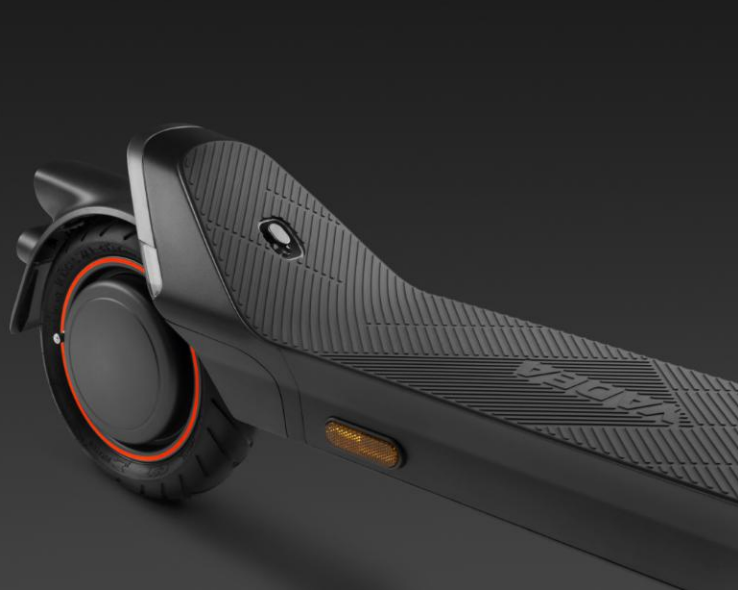
Minimalist UI design Efficient control

High-brightness LED display

Under the sunlight, real-time information such as vehicle speed, riding mode and vehicle status can be clearly displayed. Multi-function buttons to precisely control vehicle settings, efficient and convenient.



All-round lighting system



Recessed turn signal

Highlight flashing & sound
warning, safer riding



Motorcycle-class spotlight headlight

120° illumination angle,
15m illumination distance,



Unique gene taillight

Highly recognizable and unique in style

Grasp the details Keeping improving

Magnetic charging

- Close to suck
- Fit in one place
- Accurate connection is easier to use

Safety folder

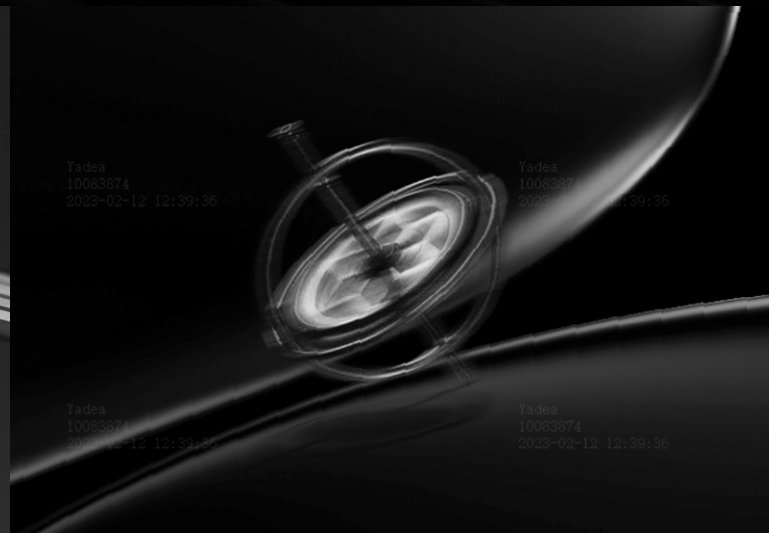
- Equipped with two lock protection
- Three-step folding
- Simple and safe

Intelligent dumping protection

- Real-time vehicle attitude monitoring
- Dumping power off protection
- Avoid secondary injury

Magnetic hook

- Embedded neodymium magnet hook
- Adsorption is more suitable
- Beautiful and convenient



Rigorous testing



Vehicle reliability has undergone 43 rigorous tests:

180000 times load push-pull drum fatigue test

2.17t ultimate static load test

120kg maximum load drop test

Horizontal impact test



Sinusoidal vibration and working condition vibration test

IPX5 waterproof spray test

Salt spray test

CMF test

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Yadea Scooter ElitePrime

Vehicle unfolded dimension	1235*585*1340mm (L*W*H)	Rated power	800W
Folded dimension	1235*585*555mm (L*W*H)	Maximum power	1500W
Net weight	29kg	Tire	10 inch Self-healing Tubeless Tires
Maximum load	≤120kg	Shock absorption	Front&Rear Polymer Shock Absorber
Maximum speed	EN17128: 25km/h UL: 30km/h (Limited by local regulations)	Battery capacity	46.8VDC 14.5Ah
*Rated range	65km	Climbing slope	30%
IP Rating	IPX5	Braking mode	Disc Dual-brake & Drum Brake & Electric Brake

* Rated range: Vehicle under full charge, 75kg load, ambient temperature 25°C, flat road, 15km/h speed measured.

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Adventure For Future

