

AUTOMOTIVE

Mercedes-AMG builds on e-scooter success with new model

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The update sees Mercedes-Benz furthering an ambitious electrification strategy by exploring a wider range of mobility solutions. Image credit: Mercedes-AMG

By LUXURY DAILY NEWS SERVICE

German automaker **Mercedes-Benz** is once again shaking up the status quo, this time evolving an emissions-free blueprint.

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Following the launch of a debut model three years ago, the company's performance division brings a new-and-improved Mercedes-AMG E-Scooter to market. Partnering with Swiss movement specialist Micro Mobility Systems AG once more, the update sees Mercedes-Benz furthering an ambitious electrification strategy by exploring a wider range of mobility solutions.

Gear shift

In pursuit of an emissions-free future, the automaker has announced plans to release a line of powerful transport tools.

Fueled by a 9.6 Ah battery weighing just 14.7 kg, or roughly 32 pounds, the brand's matte black Mercedes-AMG E-Scooter features a 500-watt electric motor that enables a range of up to 40 kilometers, or 24 miles, per session, and rapid acceleration speeds of up to 20 kilometers per hour, amounting to about 12 miles per hour.

[video width="465" height="262" mp4="https://www.luxurydaily.com/wp-content/uploads/2023/05/Mercedes-AMG_E-Scooter_16x9.mp4"] [/video]

The company's performance division brings a new-and-improved Mercedes-AMG E-Scooter to market

Despite the increased momentum, riders are assured a safe experience, bolstered by details including sturdy rubber wheels, each almost 8 inches in diameter, as well as a wide deck with anti-slip coating, the latter allowing for a secure, two-footed stance.

Aboard the Mercedes-AMG E-Scooter, there are two ways to brake: riders can either clamp down on the rear drum brake or choose to activate an electric motor brake, found on the twist grip. There is also an option to depress a foot brake located on the scooter's mudguard.

An individually adjustable suspension system, located in the front and rear of the scooter, ensures seamless journeys over uneven terrain.

Development was led by both the brand's luxury standards and an ethos of innovation aimed at improving the quality of city living.

For example, the brand Mercedes-Benz has replaced the thumb throttle typical of models in this space with a twist grip, in the interest of more intuitive navigation. Those taking advantage of public transport, reducing carbon footprints along the way, can rely on the scooter's sleek, collapsible design.



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The automaker does not sacrifice ease for the integration of house codes such as the AMG logo and Mercedes star the former emblem is featured on the scooter's handlebars, while the latter is positioned below the front light which, in tandem with a set of reflectors, allows for easier night riding.

As luxury brands with end-of-decade ESG goals approach 2030, audiences should expect a bevy of high-performance, eco-conscious launches of this nature.

Publicized in July 2021, Mercedes-Benz's Ambition 2039 guiding initiative eyes a completely carbon-neutral new car fleet by this year, targeting 2030 to reach more than 50 percent of passenger car unit sales with plug-in hybrids or all-electric vehicles ([see story](#)).

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