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Nimble Scooters Stands Out at Interbike, Debuts Two New Scooter Models

TUSTIN, CA, September 16 - Amid hundreds of booths featuring the latest bike innovations, Nimble Scooters, which touts the world's first cargo scooter, expects to stand out at the Interbike trade show in Las Vegas, NV next week. The California start-up is eager for the attention, as they'll use the event to launch two additional models to their scooter lineup: the Nimble Urban, and the Nimble XL.

"There's nothing like them on the market," said Alix Armour, CEO and Co-Founder of Nimble Scooters of her company's new scooter models. "They're a never-before seen alternative to bicycles, cargo bicycles, kick-scooters and public transportation. Retailers and consumers will be excited to discover our line of affordable, high-quality cargo scooters."

The Nimble Urban is targeted toward city-dwelling consumers and features a compact design and customizable accessories, and will be available for pre-order with expected shipping in Spring 2016. The Nimble XL is designed for larger loads in industrial spaces, and will be available to order at the trade show. Both models, along with the original Nimble Classic, will be on display and available to ride at Interbike.

The Nimble Classic was first released in 2012 and has since reached consumers globally, who have used the scooters for everything from running errands to loading parts in major manufacturing settings. As a direct response to customer feedback, Nimble Scooters expanded their product line with the Nimble Urban and the Nimble XL to better meet the needs of different markets.

"We kept getting valuable insight from customers," said Armour. "From that, we started targeting more specific uses."

On one end of the spectrum, the Nimble Scooters team saw the demand for a more limber, street-friendly model. They responded with the Nimble Urban, a slimmer, foldable model that replaces the Classic's industrial cargo bin with a front rack upon which riders can attach an array of accessories, such as smaller cargo bins, baskets, and bags.

On the other end of the spectrum is the industrial market that cherished the Classic's sturdy design and impressive carrying capacity. For this market, the Nimble Scooters design team created the Nimble XL.

"Thousands of warehouse and facility workers walk with carts and trolleys all day long, or ride for hours on electric vehicles," said Armour. "The Nimble XL allows them to work actively, all the while getting their work done faster, safer and efficiently."

The 5-wheeled cargo scooter expands upon the Classic with an enlarged cargo container and features a foldable scooter base, enabling customers to convert it from a human-powered cargo scooter into a push cart.

The Nimble Urban will retail for \$259, and the Nimble XL starts at \$599. Nimble XL and Classic are available to purchase in the USA on shop.nimblescooters.com

Nimble Scooters was founded in 2011 by Armour and John Kim, who came up with the concept and design for the scooter in an effort to develop a less expensive, low-maintenance alternative to cargo bikes. The company has since grown to six official employees and has sold their products worldwide.

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