

Our Approach: The SNØRRE Microcar

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Following our analysis of microcar acceptance to its logical conclusion, the product characteristics of our SNØRRE Microcar emerge almost inevitably.

The design of the SNØRRE Microcar draws subtle inspiration from a range of automotive classics that remain compelling decades later and will never go out of style.

Its design is therefore deliberately timeless.

A timeless design increases the likelihood that a product will be enjoyed and used for many years - an essential condition for genuine sustainability.

We use high-quality, resource-conscious and durable materials on which time does not take its toll. Quite the opposite:

Patina and the traces of age and use enhance the vehicle.

Sustainability is created not by function alone, but by appreciation.

Only things that people want to keep will truly be used for a long time.

This is the principle behind the design of the SNØRRE.

Not a product made for a trend, but a vehicle built to last.

A SNØRRE Microcar is not a disposable product.

It is a vehicle to be cared for, repaired and kept for a long time - perhaps even passed on.

We apply the same principle consistently to the technology.

Low-tech as a conscious choice.

Because this is the only way to make simplicity, repairability and long-term use truly achievable.

The SNØRRE Microcar is a clearly structured vehicle that can be understood, maintained and developed further over many years.

The SNØRRE's modular construction and swappable battery system facilitate repairs and allow the vehicle to adapt to future technological progress - particularly in battery technology - without having to reinvent it each time.

We dispense with overloaded assistance systems, technological theatrics and short-lived gimmicks - without compromising safety.

Integration into intermodal mobility concepts can be achieved through an optional integrated device and the users' smartphones.

In this way, we are creating a microcar that can take hold where new mobility norms emerge - and spread from there into the mainstream.

Just as the cargo bike did before it.

First a symbol.

Then the standard.