



Swifty Scooters
+44 (0)161 848 8695
info@swiftyscooters.com
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- For Immediate Release -

From Salford to Las Vegas, The British Scooter brand advocating wellness and sustainability through their smart scooter fleets.

The British Pavilion at CES 2020. 7-10 January, Booth 52102

British kick-scooter brand Swifty Scooters [Swifty] head to Las Vegas for CES 2020, with their fleet of smart kick-scooters.

Swifty have recently announced their IOT connected scooter fleet during a successful crowdfunding campaign. The project provides the perfect solution to businesses who are making a big push to reduce their carbon footprint in transport, and at the same time advocate health and wellbeing.

For Swifty fleet users its win-win, Sara Tomkins CEO of Greater Sport and Swifty fleet owner comments,

"The wellbeing of my staff is central to our mission as it is proven to increase productivity. We encourage the use of our scooters by paying staff 20p (\$0.25) per mile to use them when they would otherwise travel by car or taxi, and it's really working. Even Eddie from finance uses the Swifty scooters, they are just fabulous!"

Swifty have been manufacturing kick-scooters since 2010 and are known for producing high quality, and super stylish scooters for adults. The Swifty range includes scooters that are foldable, active and electric (powered with a 250w motor and 36 v lithium-ion swappable battery).

While small-wheeled electric scooters are hitting the headlines, Swifty continue to stick to their much more robust 16-inch wheel design. Swifty co-founder Camilla Iftakhar reminds us of the value of human-powered version when it comes to corporate fleets,

"The more sedentary our lifestyles become, the more value our active kick-scooter fleets are for companies. Scooting is a form of active travel that is not only fun and healthy but is really accessible to varying abilities. Anything that gets your body moving helps to counteract those long hours sitting at a computer, some users even have scooter meetings".

With the new smart technology, businesses large or small can manage their fleet with ease. The app allows users to unlock and go, while the fleet can be tracked and monitored.

Swifty have already proven that when their customers swap short car journeys for scooter miles, they begin to make a really important impact in reducing transport CO2. Swifty CEO, Jason Iftakhar explains,

"Our users have clocked up 6.9 million miles of scooting, saving a whopping 500 tonnes of CO2 directly from car travel. The data provided by the app is a really important metric for companies

who are taking action to reduce their carbon footprint. This is a really fun way for staff to get involved, the app then validates their efforts with real data."

The high-quality scooter fleets are fully customisable in both design and docking solution. Corporate branding packages are available for electric, active and foldable scooter fleets.

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CES 2020, 7-10 January, Las Vegas NV

Swiftly Scooters will be co-exhibiting within the British Pavilion, with the UK Department for International Trade.

CES, Eureka Park, Tech West, Sands Expo, Level 1, Hall G, Stand number 52102

Contact: Camilla and Jason

Email: info@swiftyscooters.com

Tel: +44 (0)161 8488695

Web: <https://swiftyscooters.com/>

Social: @swiftyscooters