



Media Information – English Version 02 September 2025

IAA Mobility 2025: A new vehicle segment debuts: **project urban 2|3** presents the **3W CELL** at IAA Mobility 2025.

Munich, September 2025: Imagine you can always find a parking spot, zoom through traffic jams, spend less for your vehicle, make a contribution towards lowering CO₂ and noise levels in cities, while having fun riding: these are the wishes we all share. With the **3W CELL**, the new flagship model from **project urban 2|3**, they are becoming reality.



Figure 1: project urban 2|3 - 3W CELL room

The **3W CELL** stands for **3 WHEELED SCOOTER + SAFETYCELL**. This combines the best of both worlds between agile and affordable 2-wheelers and safe and comfortable cars – creating a completely new vehicle segment. Anyone with a standard car driver's license can operate the **3W CELL** – **no motorcycle license required** – and ride safely at speeds of up to 100 km/h, without a helmet.

Downsizing Mobility by simplicity

Many of today's vehicles are oversized for everyday city needs. **project urban 2|3** takes the opposite approach: more affordable, safer, faster, sustainable and flexible – and therefore **perfectly suited to urban lifestyle**.

- **affordable**: half the cost of an entry-level car, 1/10th the weight, with lower energy-, service-, and maintenance expenses
- **safe**: unique passive safety standards – no helmet required
- **fast**: compact like a 2-wheeler, able to go and park anywhere
- **sustainable**: reduced resource use, less noise, less tire abrasion and no emissions
- **flexible**: modular vehicle platform, suitable for private users, sharing fleets, and urban logistics alike. Powered by a flexible charging solution: battery swapping, offboard and onboard charging

German Design Award 2025 and the **IF Design Award 2025** have appreciated our overall design and engineering excellence.

Accessible, intuitive and confident ride

Thanks to its **three-wheel layout**, it is easy for everybody to balance or stop without having to put the feet down when stopping. At the touch of the button, the vehicle can even lock itself in place at traffic lights, while parking or even on inclined surfaces. A reverse gear makes manoeuvring in and out of parking spaces effortless. The protective safety cell not only delivers physical protection but also provides riders with a strong sense of security – opening up urban mobility to people who may have previously avoided scooters. From teenagers to everyday commuters and those seeking extra comfort and confidence, the 3W CELL offers new **freedom and flexibility across all generations**.



The beginning of a significant step in urban mobility

This solution enables more people to leave their cars behind for city travel, with a sense of safety and comfort. Cities benefit from less traffic congestion, lower need of parking spaces and reduced environmental impact.



Attractively priced (starting below 10.000€), the 3W CELL appeals to those seeking an additional vehicle or simply a cheaper alternative to small cars. We have received strong interest from Sharing fleet operators, wanting to integrate these vehicles in their sharing and rental fleets. At the same time we are also inundated by a considerable attention from private buyers and distributors awaiting the retail launch.

The **project urban 2|3** vehicles are a timely response to the global megatrends where cities are increasingly congested, cars having become too big and too unaffordable for the masses, and a global need for immediate solutions offering sustainable mobility while pursuing growth. We are therefore confident that this new segment will play a vital role in the realignment of mobility for the near future. This translates to significant sales volumes and a genuine complementarity with public transport

project urban 2|3 invites partners from the industry, local and national governments, NGOs and the investment community to jointly shape the next chapter of urban mobility.

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