



PURE



McLaren

THE FOUNDER

OF PURE

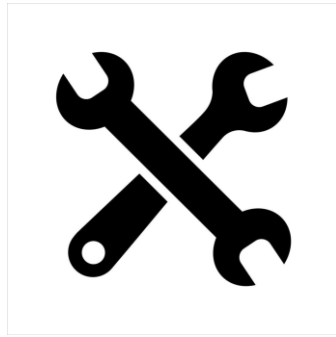
“I created Pure Electric to make a massive positive impact on this planet. I believe e-scooters are crucial in the fight against the climate crisis and can dramatically improve the lives of people living in cities across the world.”

Adam Norris

Founder of Pure Electric | Father of Lando Norris, F1 Driver



We've listened to our customers to ensure their riding experience is at the centre of our design



70% ranked
LOW MAINTENANCE
as most important
feature



RELIABILITY was
no.1 desired
requirements



COLOUR CHOICE
was the **3rd** most
stated desirable



9/10 riders prefer
**STANDING
FORWARDS**

PURE E-SCOOTERS



10" puncture-resistant



Dual braking system
Front drum & rear e-brake



IP65-rated
Fully waterproof



Intuitive & connected
LCD screen & app
connectivity

Reliability | Easy Maintenance

Ultra-Sturdy Steel Frame

Tough and durable for a ride you can rely on

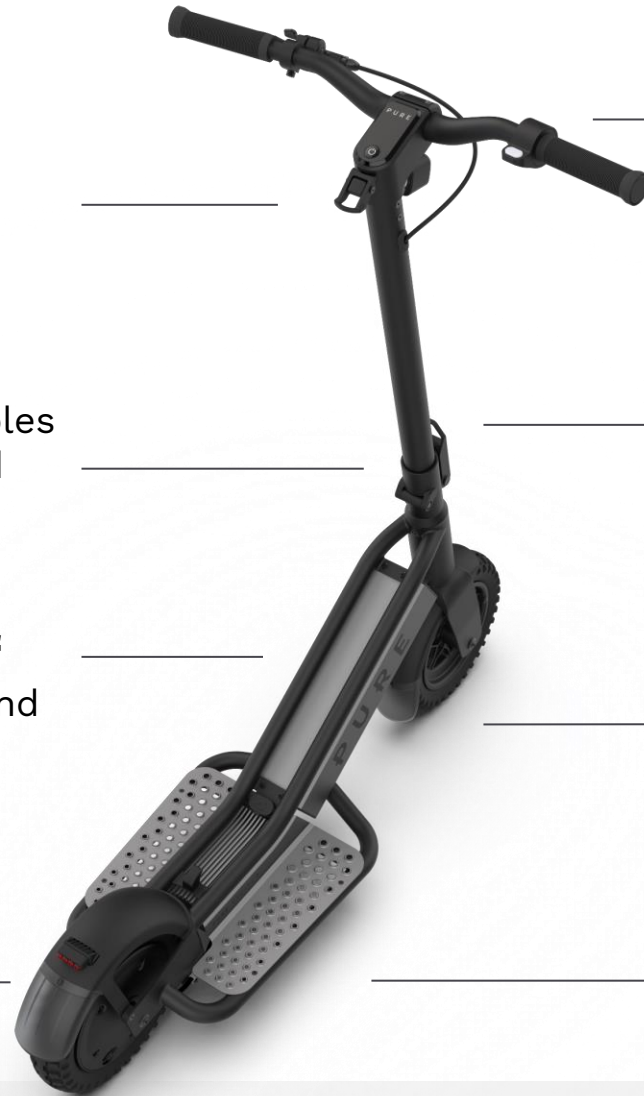
Strengthened cables

Increased resistance of cables to prevent wear & tear and protective sleeves.

Improved Waterproof

Display button protection and additional waterproofing measures in the chassis.

Soft Rubber Mudguards



Improved Handlebar Design

Positioned wider and higher for enhanced stability and control.

Ergonomically tested to ride more comfortable

Refined Structural Build

Less components = less maintenance

NEW High Grip Tyres

Improved grip traction for comfortable and reliable riding on flat or rough ground

Upgraded Footpads

Re-designed with a perforated texture delivering safe and surefooted riding

PURE

McLaren

Precision + performance. Beyond the racetrack

Pure have teamed up with racing legends, McLaren, to bring you the Pure x McLaren 2024 collection. Taking the power of papaya beyond the racetrack, with world-class engineering and pioneering design.

PURE ELECTRIC



World-Class Racing Meets World-Class Riding

PURE



70% More Slimline

Folding handlebars and footpads for space-saving storage & transport



Ultimate Riding Position

Wide foot position, low weight distribution & forward facing for more stability and control



Active Steering Stabilisation

Patented, anti-wobble tech for more steering control

UNCOMPROMISED PERFORMANCE



Our most powerful motor
710W-900W peak power for
strong acceleration & hill
climbing



High-capacity battery 50km
range longer riding on one
charge | Battery Safe



Maximum visibility Handlebar
& footpad indicators | Bright
headlight

Exclusive McLaren brand partnership showcases our commitment to premium quality and innovation.



- **Limited edition** series designed with McLaren.
- Recent launch **sold out in 1.5 hours**.

- **Four exclusive e-scooters created**.
- Coverage by **Hypebeast (10.7M followers)** boosted brand **recognition** and market **credibility**.

PURE FLEX



THE MOST COMPACT E-SCOOTER

PURE
FLEX



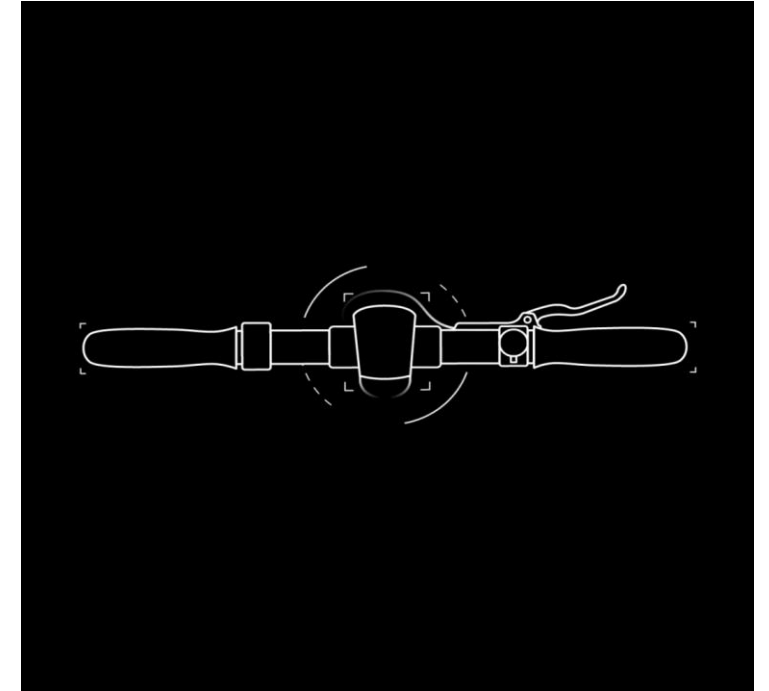
Ultra-Compact

5-step easy folding to save time and space



Ultimate Riding Position

Wide foot position, low weight distribution & forward facing for more stability and control



Active Steering Stabilisation

Patented, anti-wobble tech for more steering control

UNCOMPROMISED PERFORMANCE



Our most powerful motor
710W-900W peak power for
strong acceleration & hill
climbing



High-capacity battery
40km range longer riding on one
charge | Battery Safe



Maximum visibility
Handlebar & footpad indicators |
Bright headlight

PURE
ESCAPE+



**UNLEASH
YOUR NEXT
ADVENTURE**

Our toughest, most
reliable e-scooter

PURE ELECTRIC

Desirable Price Point | Competitive spec

PURE ESCAPE +



Forward Facing: More control, stability & comfort

710W-900W Motor Power | 50km Range

Active Steering Stabilisation for more control

Robust & Reliable Build | Low Maintenance

10" High-Grip Tyres

Next Generation...

PURE AIR⁴



PURE ELECTRIC

Our best-seller. Now more best-selling.

Suspension arrives on our Pure Air line first

PURE AIR⁴



710W max power

40km range

PURE AIR⁴ PRO



900W max power

50km range

Indicator

PureControl™ Active
Steering Stabilisation

Primed for power, comfort & long distance

Building upon a class-leading feature set



Dual Braking System

Efficient, low-maintenance brakes ensure controlled stopping power while recharging the battery.

QuickFold Store & Carry

A simple quick-release system folds your scooter in seconds.

IP65 Waterproof Rated

Designed to handle rainy-day rides. You can ride with confidence, whatever the weather.

10", Rugged Tyres

New, enhanced tyres for minimum rolling resistance and comfortable on flat or rough ground.

LED Screen

LED screen for updates on your speed, driving mode, battery life and maintenance. Connects to the Pure app.

Lights

Be seen from all angles with front, rear and brake lights.

PURE AIR⁴ PRO

PureControl™ Active Steering Stabilisation

Patented, anti-wobble active steering for balanced handling.

Retail story so far.

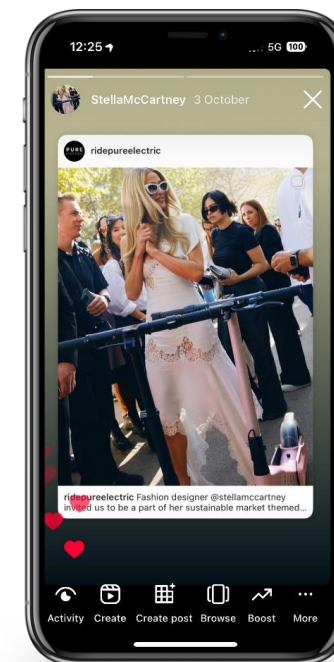
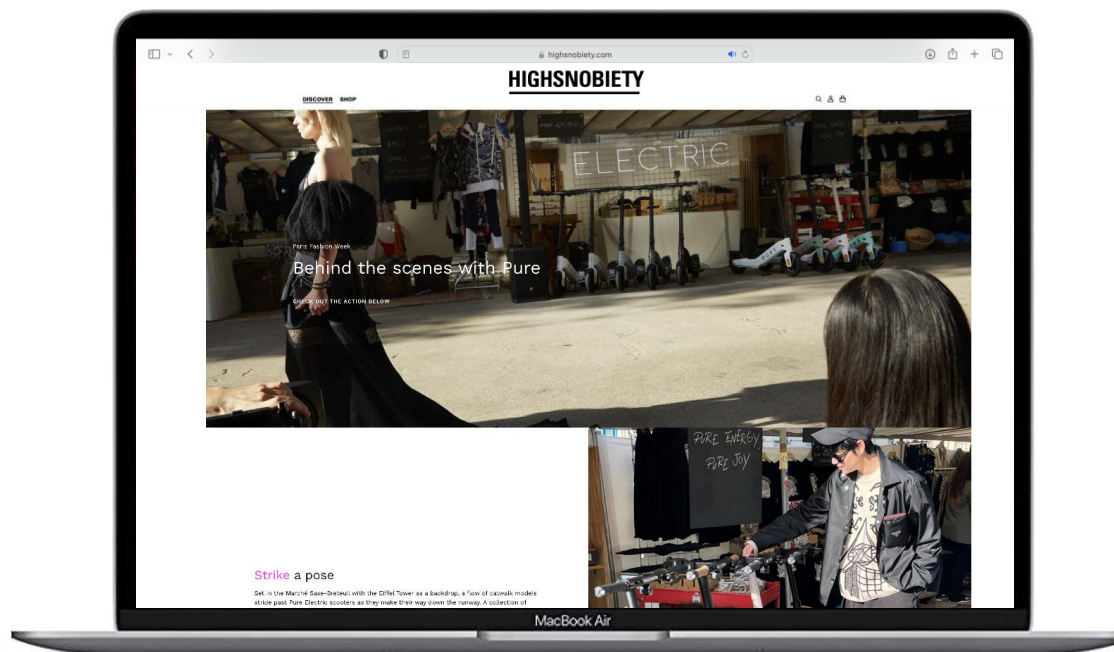
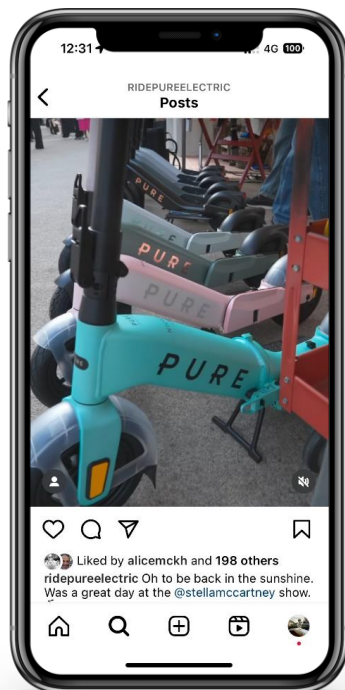
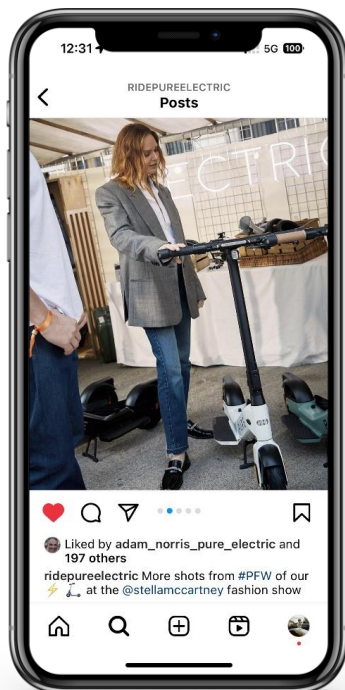
Pure Electric is already available in 10+ countries and 800+ retail stores, with more in the pipeline.

We have moved to a retailer-first strategy and have partnered with some of the world's best retailers.

UK	Currys, Halfords, Very, Frasers, Amazon, Argos.
France	FNAC, Darty and Boulanger, Decathlon.
Belgium	MediaMarkt, FNAC, Darty, Bol, Amazon Krefel, Euronics.
Spain	FNAC.
Netherlands	Euronics, Bol.com, Amazon.
Australia	JB Hi-Fi, Electric Kicks, Bing Lee, Bicycle Superstore.
Japan	Costco.
Finland	Elisa, Stockmann, Komplett.
UAE	Independents.
Italy	Uniero
Switzerland	FNAC, Decathlon, Galaxus, BRACH.

BRAND COLLABORATIONS

STELLA MCCARTNEY
PARIS FASHION WEEK



PURE ELECTRIC

PURE

