

## Florian Walberg

### Founder & CEO Walberg Urban Electrics GmbH

Florian Walberg was born and raised in Hamburg, Germany. The Hanseatic city has always been starting point for his ventures. And so, it is no wonder Walberg Urban Electrics, his company, is based in Hamburg's Old Warehouse District, the Speicherstadt.

In the early 90s, Florian Walberg started his career as musician. His life was determined by stages and charts. Following more than 1 m sold records and tours that lead him through Europe and Asia, a damaged eScooter and the spontaneous repair became a turning point and kick off in Walberg's life. With technical knowledge and passion, he fixed his eScooter first and began to enhance it. Walberg got to know the manufacturer and began working for them as service provider for development, production and sales. Since 2002, Florian Walberg developed and produced tens of thousands of eScooters and made a name for himself in the industry. In 2011, Walberg founded his own business, Walberg Urban Electrics GmbH.

Walberg's products are his passion. To ensure the high level of quality, he spends three months a year on average in Far East, where he ensures the on-site training for the production of EGRET.

However, Florian Walberg takes a big step forward: He committed himself to establishing a new solution for mobility in urban territories. In Brussels, Walberg initiated a committee in which he fights for the establishment of *Personal Light Electric Vehicules* (PLEV) as a new vehicle category. Together with global players such as Honda, Decathlon, and Toyota, Walberg forges to standardize the official approval and homologation for road service for this innovative category.

#### **Walberg Urban Electrics GmbH – The company**

Since 2003, Florian Walberg has been active as service provider for the development, production, and sale of eScooters. In 2011, he founded Walberg Urban Electrics GmbH. As vehicle manufacturer, Walberg Urban Electrics stands for eMobility with German quality engineering and outstanding service.

The young Hamburg-based company establishes ties between future oriented, premium technology, the highest level of driving pleasure, and intuitive handling. Florian Walberg is supported by a team of sales, technical and customer support, marketing and PR.

#### **The vision**

We are making new mobility a true experience: sustainable, casually urban locomotion with a technologically advanced level. Our vision is to create an eMobility solution for *the last mile out of the trunk compartment* and to establish a mobility device of the future. We want to inspire with a product that is easy to handle, reliable in operation, and cost-efficient to use.

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