



Press Kit

E'lution Scooters



Change the way you move...

Who said you had to grow up & stop riding kick scooters?

Today's kick scooters are not just made for kids. There is an increasing demand from the adult sector for manufacturers to design and build more suitably sized and styled kick scooters.

The E'lution EVO kick scooter range is what adult riders and enthusiasts have been waiting for. **Packed with the latest technical features they are Fun, Fast, Functional, Convenient & Stylish.**

EVO scooters are ideal for the busy city or town commuter and the free spirited recreational rider who appreciates excellence in design.

Be one of the first people in the world to own your very own 'revolutionary designed' E'lution

commuter scooter and become part of our journey but remember E'lution's quality designed and manufactured EVO Scooters are not 'toys' so if you are serious about changing the way you move then join our 'Kickstarter' campaign from 5th February 2014 and make your pledge. Don't miss out on our fantastic 'Early Bird' prices'.

KICKSTARTER

Keep social by Liking us at
www.facebook.com/Elutionscooters
and following us on Twitter at
www.twitter.com/Elutionscooters
you can also subscribe to
Youtube.com/user/Elutionscooters
Vimeo.com/elutionscooters

Who are E'lution Scooters?

E'lution Scooters are experienced industrial designers, problem solvers and innovators who have been developing & marketing unique products for more than three decades. They define themselves on excellence in design & technology - creating solutions that enrich the lives of their customers.

With more than 30 years experience in turning insight & innovation into proven commercial & consumer products, Fernando Costa, Kevin Whitley & Woody Meyer from E'lution Scooters are no strangers to great design, technology and engineering.

In 2009, fed up with poorly designed and manufactured scooters, Fernando Costa had an idea to revolutionise the existing 'scooter' market. The goal was to create a scooter,

About

superior aesthetically, utilising cutting edge design, suitable for adults and made from the latest 'A' grade materials.

Almost 5 years, and many prototypes later the E'lution Commuter Scooter was born. Now it is time to bring this revolutionary designed scooter to the rest of the world.

At E'lution our ethos is all about critical attention to detail, so we have enjoyed testing and prototyping our scooters to make sure that all the issues no matter how minute are resolved prior to going into production.

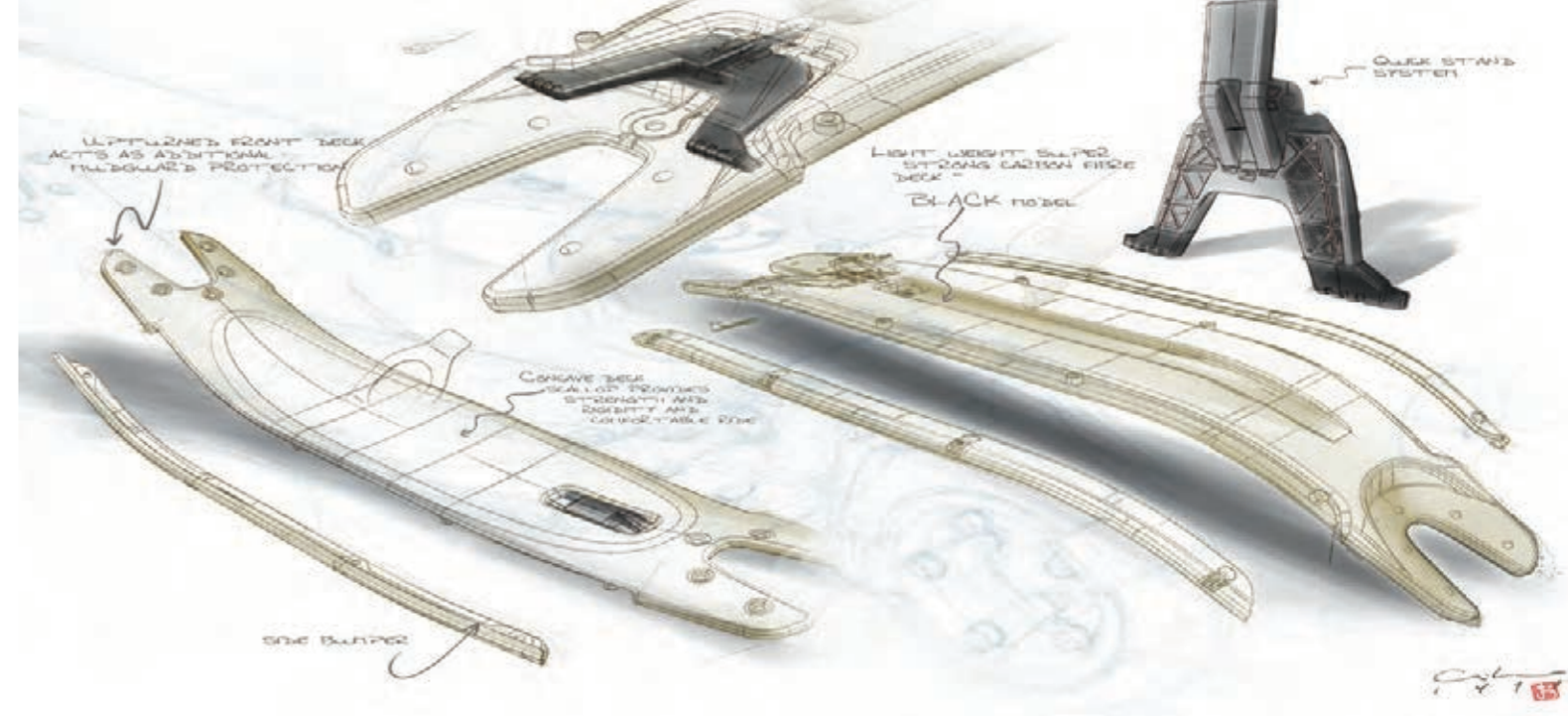
We will be lifecycle testing many prototypes in order to make sure that they can withstand the rigours of daily use.



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Support us on...
KICKSTARTER

We want to
 Change the way
 you move.....

Our mission?

Our mission is to create innovative design utilising advanced technologies and latest 'A-Grade' materials that reflects the personality, passion and drive of our customers.

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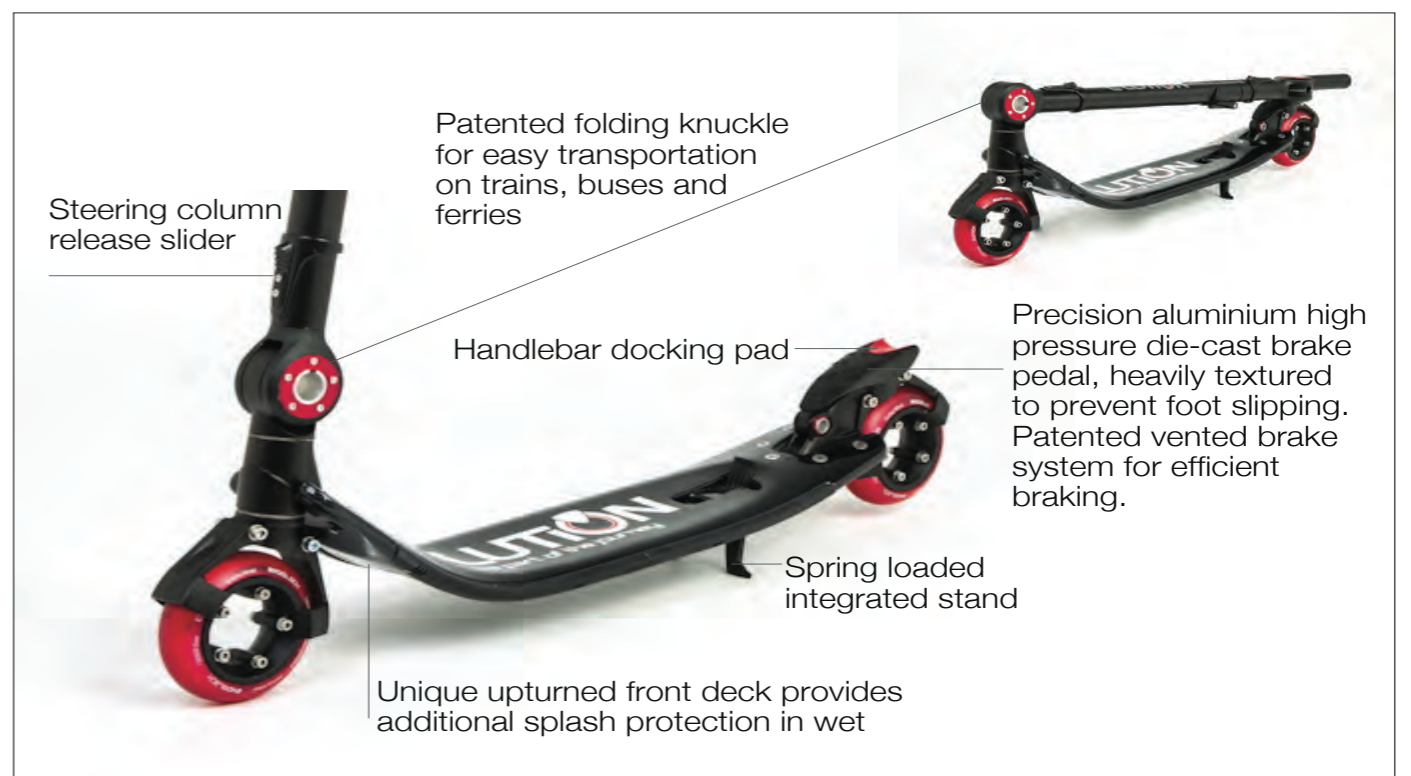
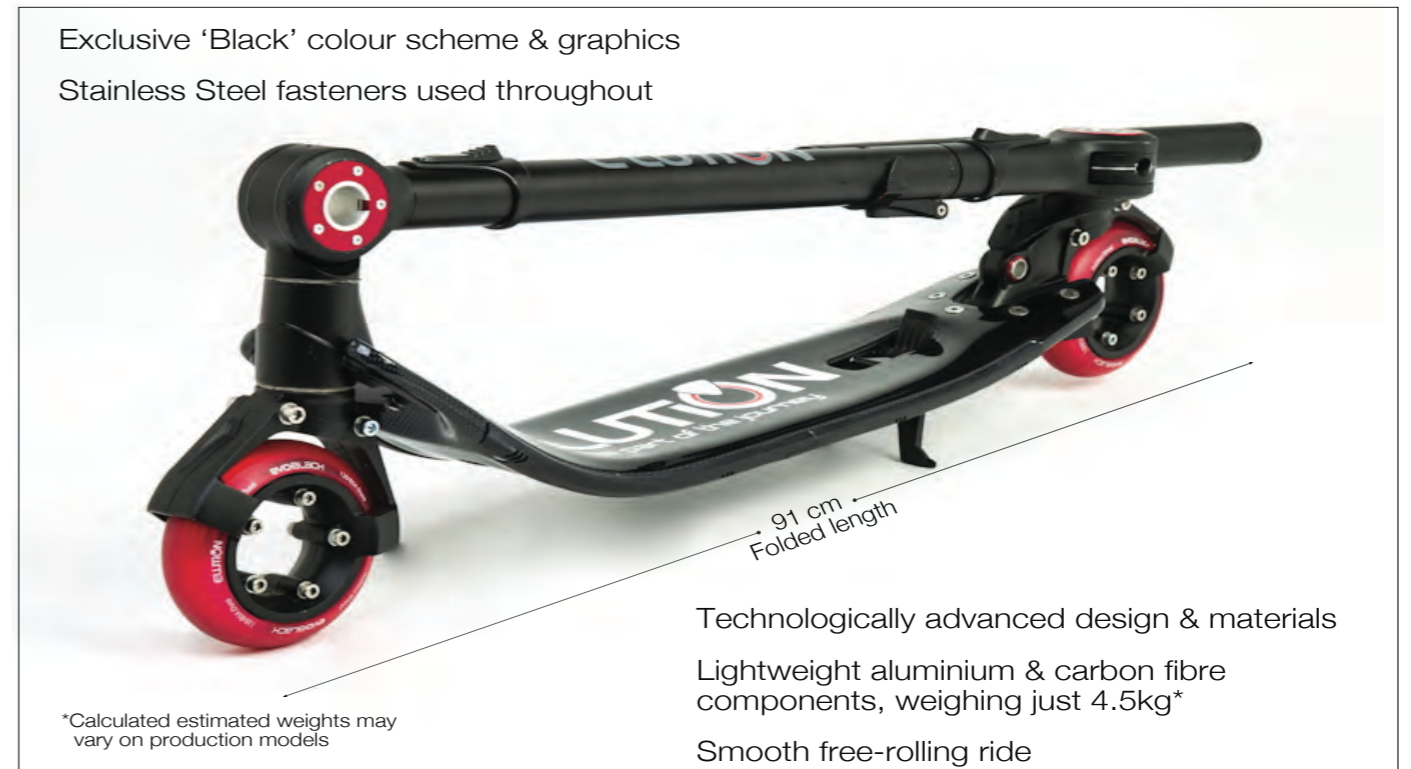
EVO BLACK PATENTED FEATURES

The E'lution EVO BLACK Commuter Scooter is a revolution in design utilising advanced technology and latest 'A-Grade' materials. The EVO model range has not one but 4 patented features.

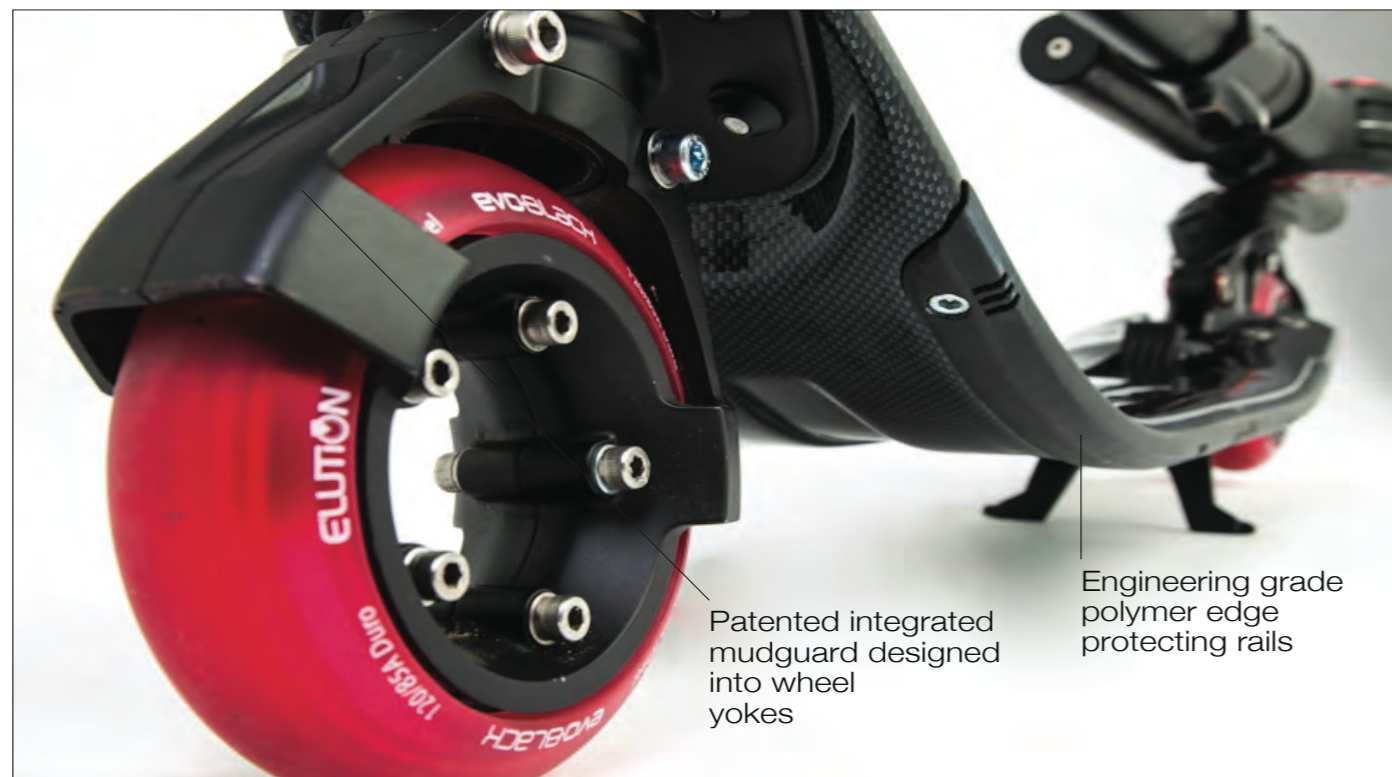
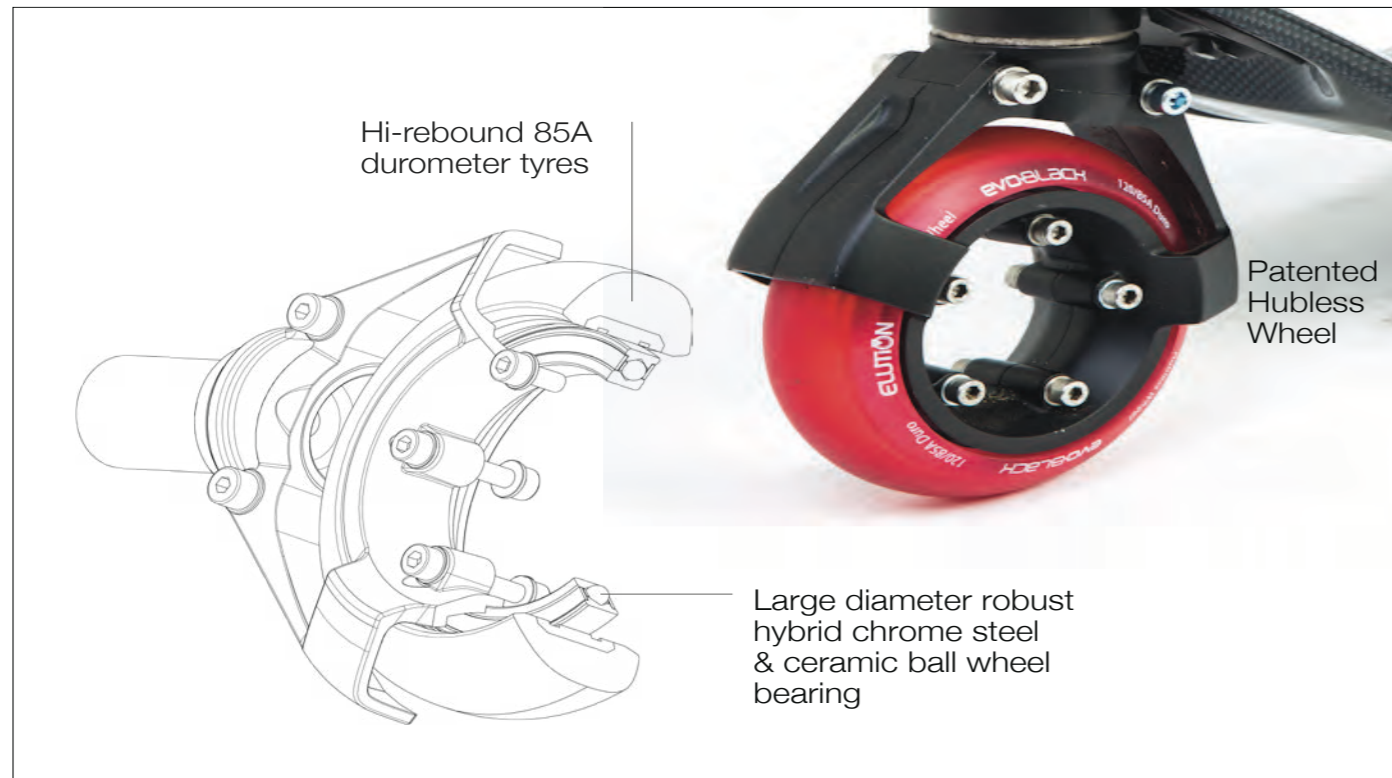


EVO BLACK PATENTED FEATURES

Exclusive 'Black' colour scheme & graphics
Stainless Steel fasteners used throughout

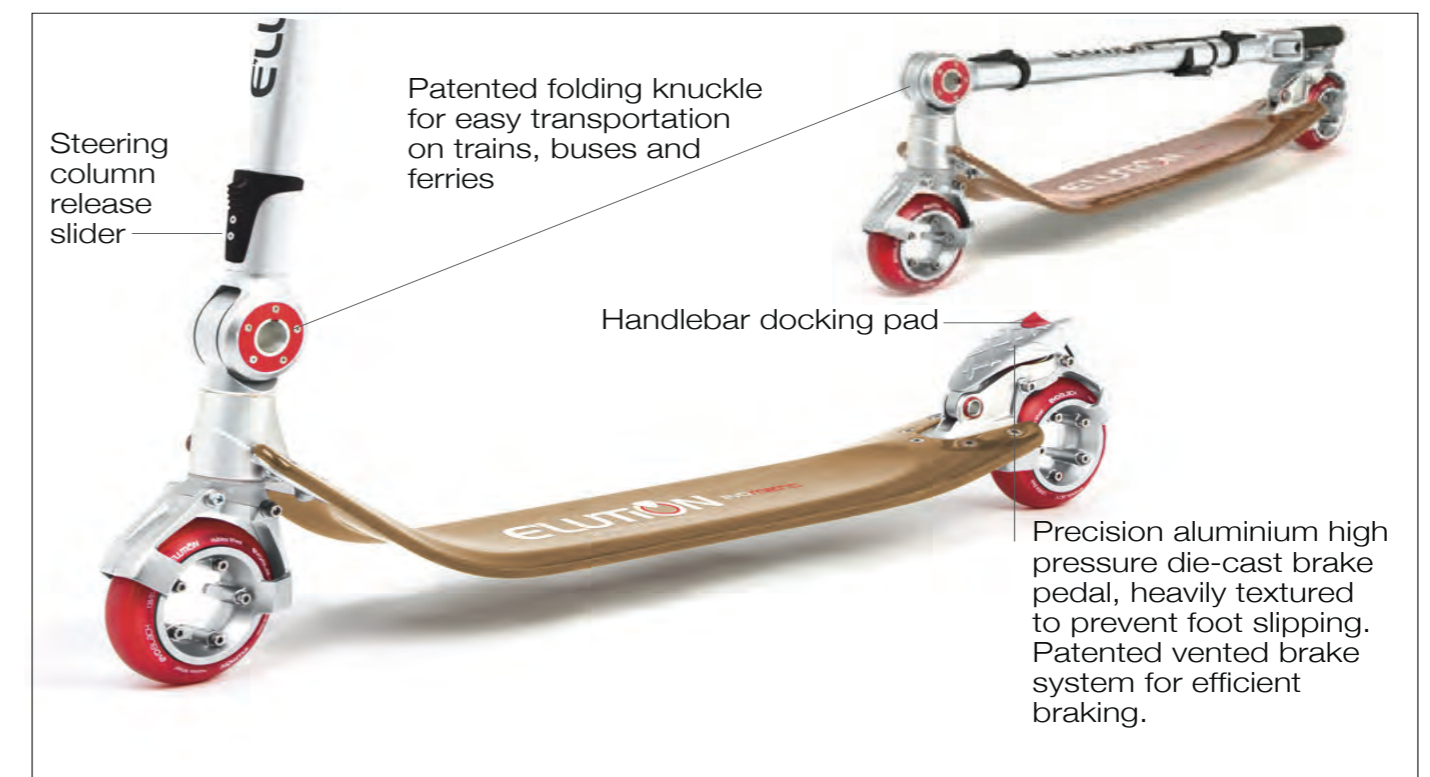


EVO BLACK PATENTED FEATURES

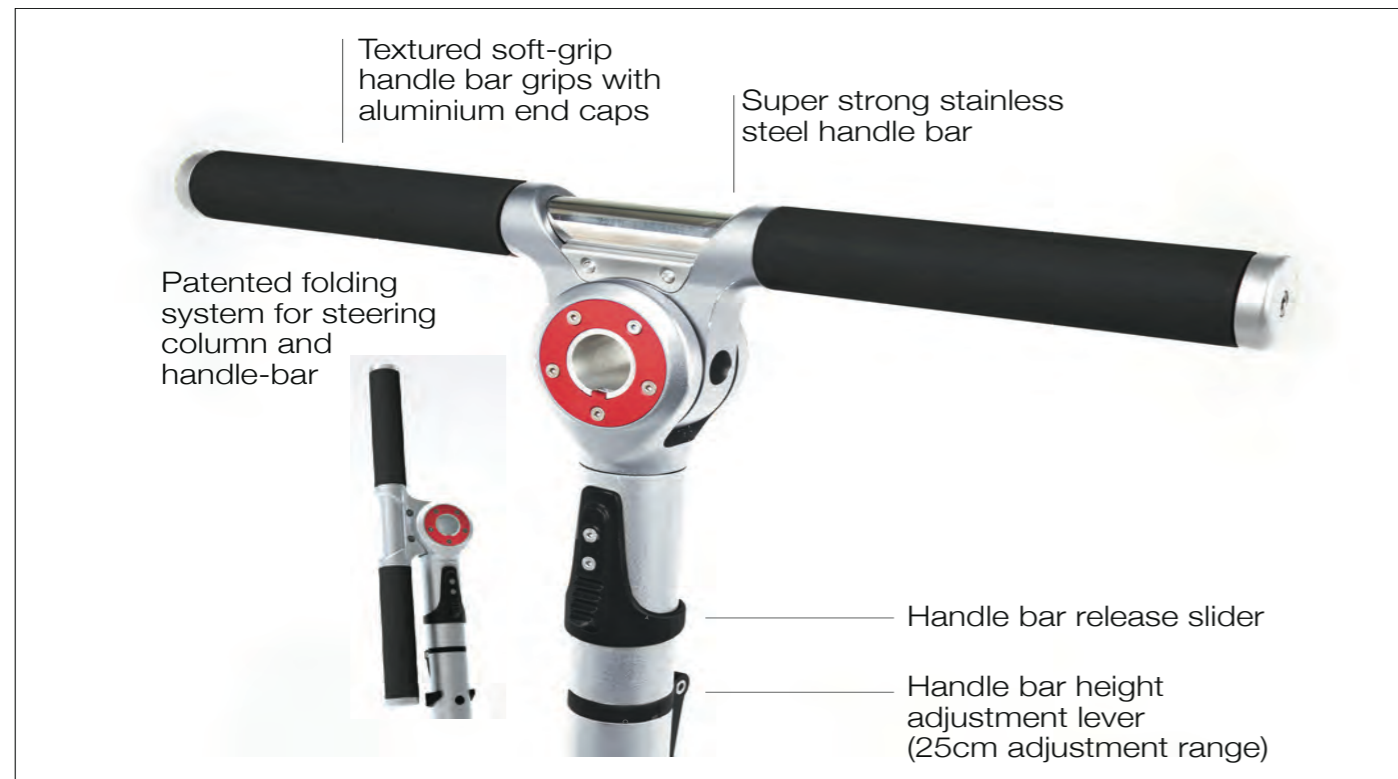


EVO METRO PATENTED FEATURES

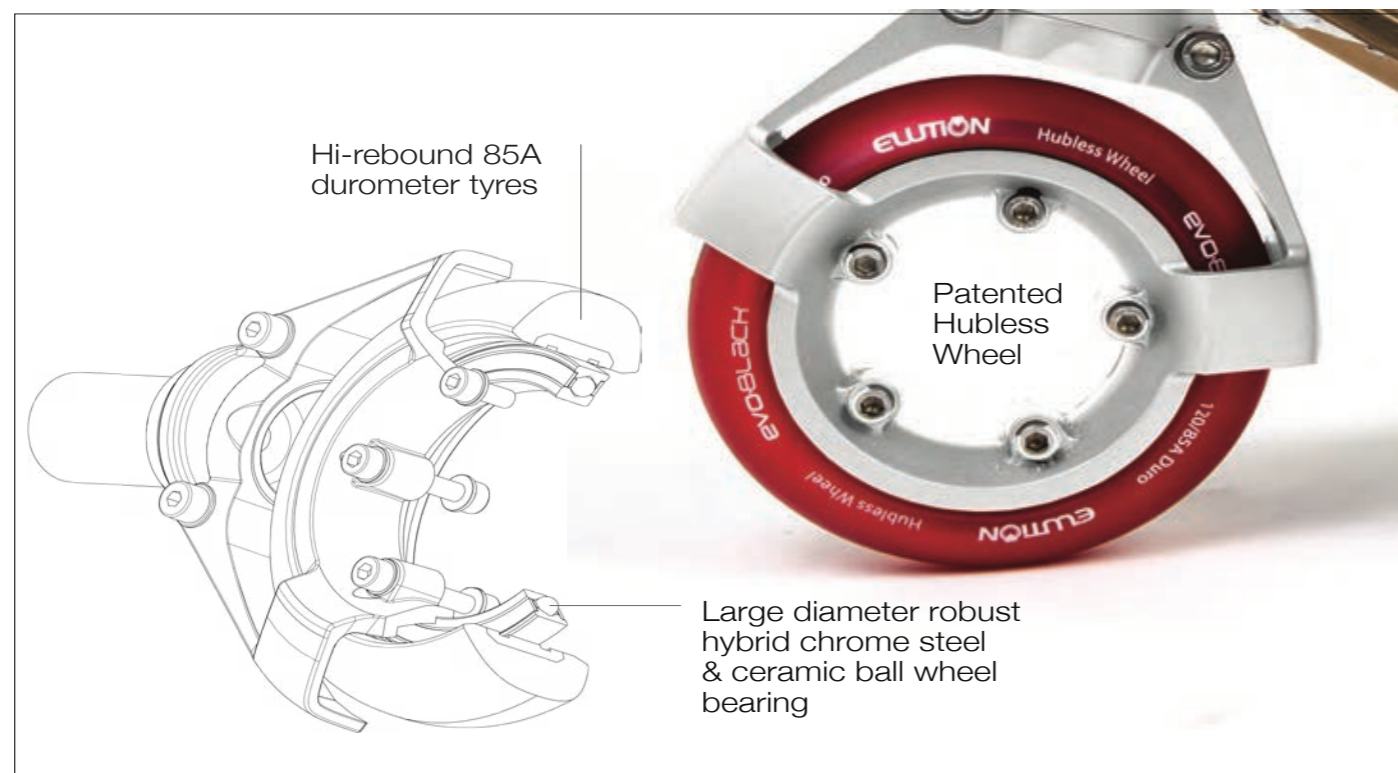
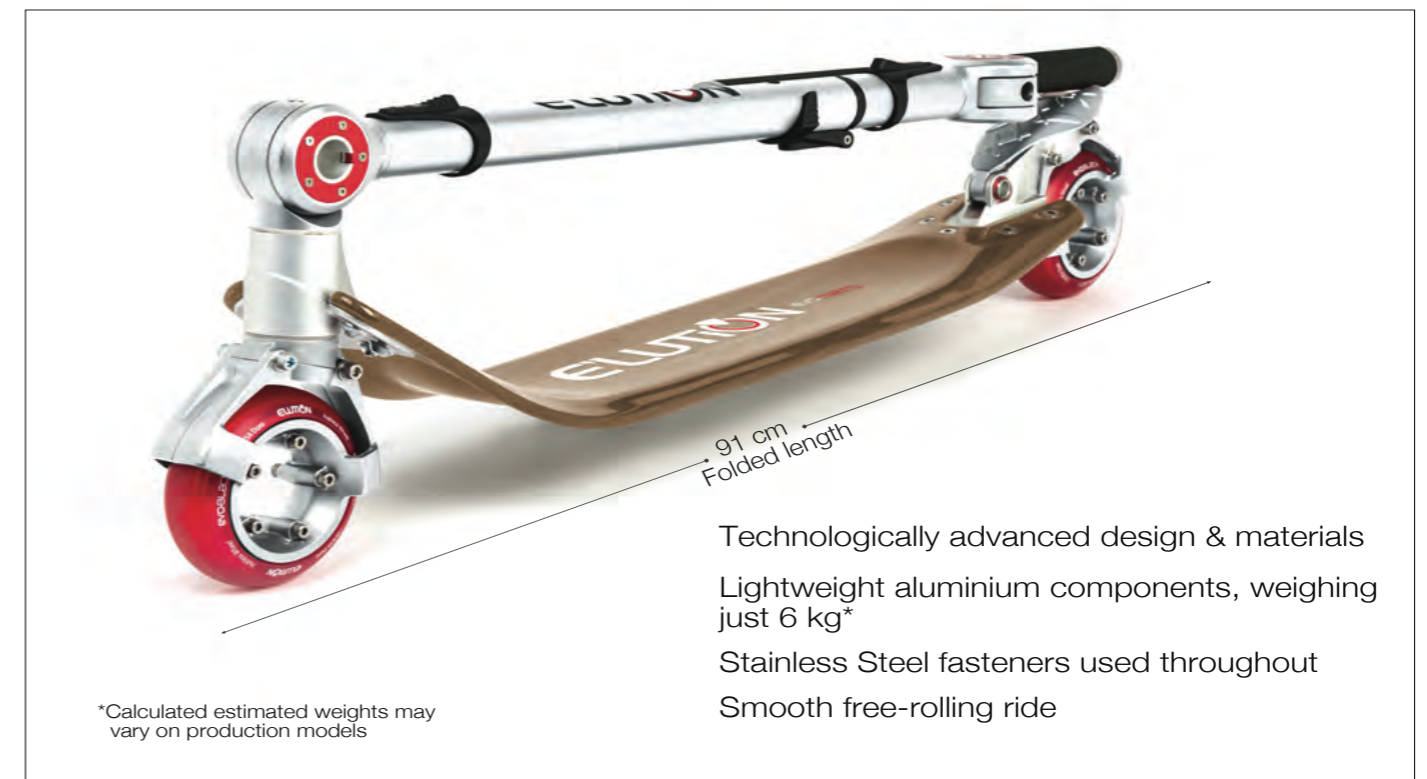
The E'lution EVO METRO Commuter Scooter is a revolution in design utilising advanced technology and latest 'A-Grade' materials. The EVO model range has not one but 4 patented features.

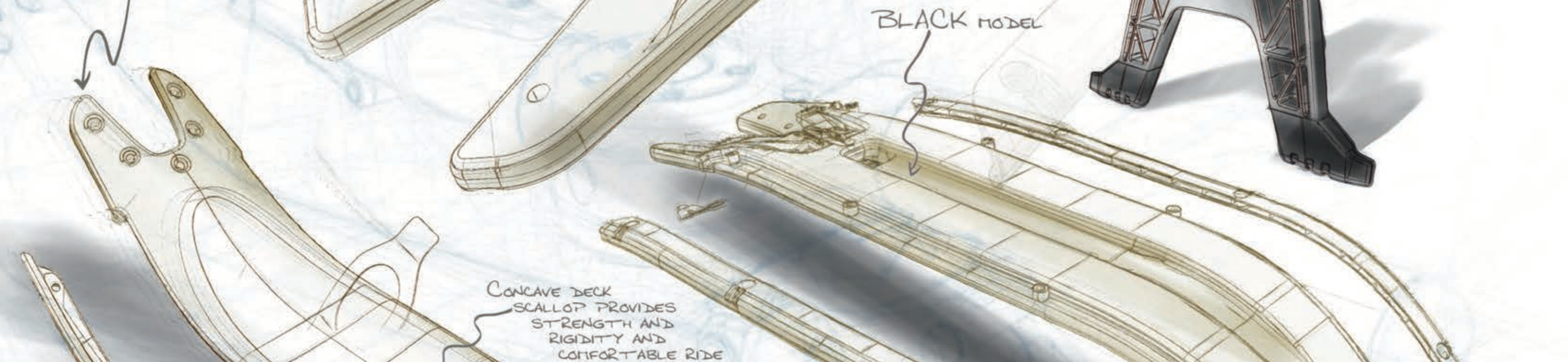


EVO METRO PATENTED FEATURES



EVO METRO PATENTED FEATURES





Logos

These are our standard logos. Please respect the fonts, format, colours and spacing (shown in grey lines) around the logo if using them in articles.

Spacing Example



Colour Palette

If preparing any materials using our colours please use the following palette.

Primary

Pantone Solid Coated 426 C
 CMYK Process: C0 M75 Y90 K0

Secondary

Pantone Solid Coated Cool Grey 11 C
 CMYK Process: C0 M75 Y90 K0

Primary Wheel

Pantone Solid 200 C
 CMYK Process: C0 M100 Y63 K12

Secondary Wheel

Pantone Solid 390 C
 CMYK Process: C82 M76 Y100 K30



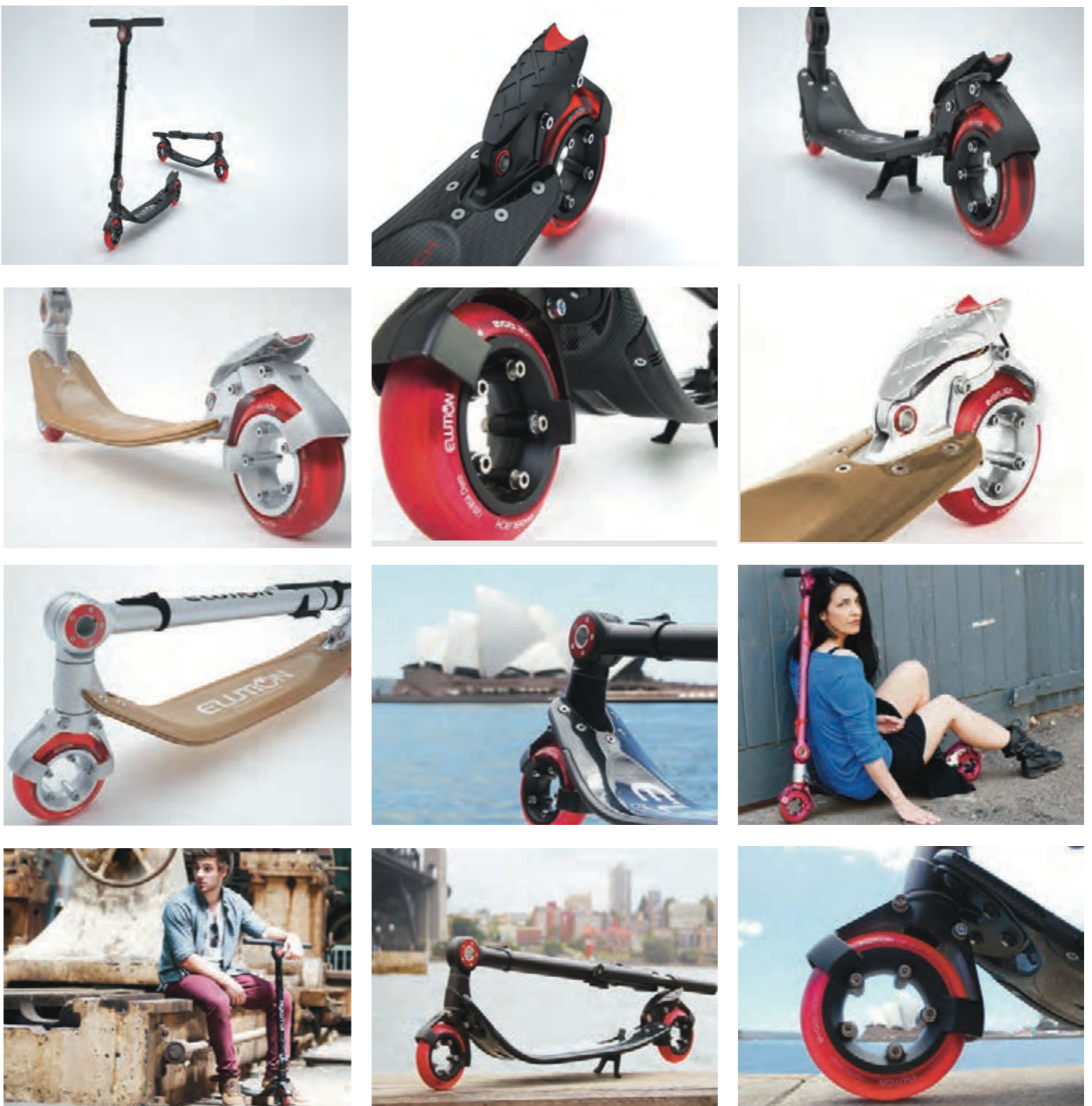
Font: Neogray Regular: be part of the journey

EVO MODEL SHOTS

If you require photos of our EVO commuter/recreational models please contact us for high-quality formats. Here are some examples of cropped thumbnails of images we have in stock.



Image: Actual Prototype



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Twitter@elutionscooters

Youtube.com/user/Elutionscooters

Vimeo.com/elutionscooters

Kickstarter: <http://kck.st/1eRI8M2>

E'lution Scooters is a company owned by:

Illium Corporation, an Australian limited company registered in Australia with Company Number: 156 188 840

Registered Address:

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Sydney, NSW 2000

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