



Media Information

OCTOBER 2021



Simple, useful, smart

All-electric 'e-moto' scooters from Silence

The 'e-moto' scooter has come of age: all-electric, connected and convenient. And going electric has never been easier than with Silence. For 2022, a revised and expanded range sees a choice of five models, tailored to the needs of business and private riders, with all-electric equivalents from a 50cc moped, to a 125cc motorbike.

For business, professional riders and fleets, there's the S02 Business and S02 Business+.

For private riders and commuters, there's the S01 Connected and now, a new Urban choice, available in S01, or S02 trim.

Range overview

S02
URBAN

£2,795 OTR*



Available in white, green and grey



"The City Dwellers"

Created specifically for riders who live and work in the city, these new models take all the Silence style into more cost-effective packages.

The **S02 Urban** is the entry point in the range, with its 2kWh battery and 1.5 kW motor equivalent to a 50cc moped, ideal for younger riders. It has a top speed of 30mph and a range of up to 35 miles.

The **S01 Urban** brings S01 style, a 4.1kWh battery and 5kW motor, producing a top speed of 55mph and a range of 62 miles.

S01
URBAN

£4,395 OTR*



Available in white



S01

CONNECTED

£4,995 OTR*



Available in white, green and black ● ○ ●

“The Commuter”

Equivalent to a 125cc scooter or motorbike, the **S01 Connected** is engineered for the town or city, with zippy performance exceptional carry-on space and connected services. A 5.6kWh battery and 7kW (9kw peak power) motor deliver a range of up to 80 miles, 0-30 in only 3.9 seconds and a limited top speed of 62mph.

S02

BUSINESS

£3,795 OTR*



Available in white, green and grey ● ○ ●

“The Professionals”

The ideal tools for door-to-door delivery services and urban business use, these give a choice of range and performance.

The 50cc equivalent **S02 Business** features a 5.6kWh battery, but configured for range, able to travel up to 91 miles between charges.

S02

BUSINESS+

£4,695 OTR*



Available in white, green and grey ● ○ ●

The more powerful **S02 Business+** ups the performance and carrying capacity thanks to its 7kW motor, but still delivers up to 80 miles range.

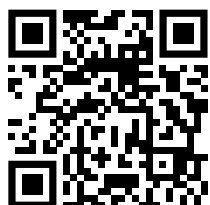
*OTR (On the Road) includes VAT, First Registration and OLEV Grant.

Quick reference table

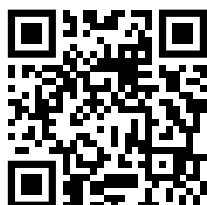
(Detailed spec sheets at end of document)

	S02 Urban	S02 Business	S01 Urban	S02 Business+	S01 Connected
Category	L1e	L1e	L1e	L1e	L1e
Range (WMTC)	35 miles	91 miles	62 miles	80 miles	85 miles
0-30 mph	n/a	n/a	5.9 seconds	3.9 seconds	3.9 seconds
Top speed (Limited)	30 mph	30 mph	52 mph	56 mph	62 mph
Battery	2 kWh	5.6 kWh	4.1 kWh	5.6 kWh	5.6 kWh
Motor	1.5 kW	1.5 kW	5 kW	7 kW	7 kW
Connectivity	USB port	USB port	USB port	USB port	On-board SIM, Silence Connected APP
Price (OTR*)	£2,795	£3,795	£4,395	£4,695	£4,995

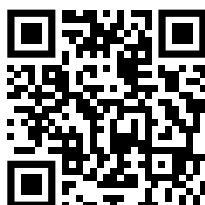
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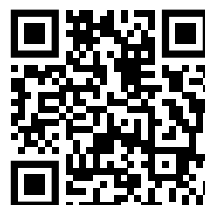
S02 Urban



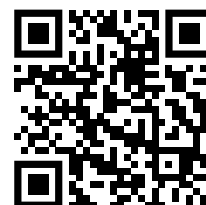
S01 Urban



S01 Connected



S02 Business



S02 Business+

PART ONE

The market



Right idea, right now

Bringing Silence to the UK

"Silence brings something new and needed to the market. The combined issues of urban air quality, congestion and the recent pandemic have all accelerated demand for smaller, affordable electric vehicles. Silence meets that demand head-on, with the latest in EV design and technology, backed by a European manufacturer with over a decade of market-leading knowledge. These electric moto scooters make every journey clean, quick, and smart. And they put a huge smile on the face of everyone who rides one!"

Tony Lewis, Founding Partner, Silence UK

Two-wheel transportation is on the rise in Britain and undergoing an electric revolution.

Accelerating electric

There are already 1.3 million motorcycles in the UK, covering 2.7 billion miles annually¹ – and this is set to accelerate in the coming years, powered by the popularity of scooters.

As a growing sector of the motorcycle market, scooters are already popular in the UK, especially for "Business" use, including commuting, which accounts for approximately 50% of sales².

This growth is due to shifts in consumer attitudes and regulation, particularly in urban areas.

For individuals, there is an intersection of personal independence and environmental awareness. Many customers are younger and environmentally conscious. They are keen to avoid the cost, congestion and environmental impact of travelling by car in towns and cities.

They are now seizing the opportunity to both be emissions-free and reduce costs, with an e-moto scooter.

These personal decisions are being reinforced by local measures to improve urban air quality. Alongside the introduction of Clean Air Zones (CAZs) in London, Birmingham and Bath, the UK Government has named 23 local authorities where it expects pollution levels to reach illegal levels by 2021, requiring further curbs on traffic. Beyond this, national government has indicated a ban on new petrol and diesel vehicles, from 2030.

For businesses too, there have been big changes. Door-to-door delivery services have boomed, particularly in urban centres, increasing the demand for electric two-wheelers.

As a result, a two-wheel electric revolution in the UK is well underway – from e-bikes and micro-mobility, to e-moto scooters, two-wheeled personal transport is becoming electrified faster than any other.

Even against the backdrop of Covid-19 lockdown closures in 2020, registrations of electric Powered Two Wheelers (PTWs) in the 1-11kW bands increased by 50%³. Silence brings to this market a proven, bespoke-engineered, all-electric scooter that UK customers are now ready for.

"The light e-PTW market is growing at a dramatic rate, as commuters and others seek efficient, zero-emission alternatives to public transport and single-occupancy cars. The arrival of the Silence brand in the UK offers consumers and businesses further choice via a range of innovative and stylish products that are sure to establish themselves in our market."

Tony Campbell, Chief Executive,
Motorcycle Industry Association (MCIA)

¹ MCIA press statistics, December 2020

² MCIA figures

³ MCIA press statistics, December 2020

Secure and independent

Significant shifts are also taking place in customer attitudes to travel risk to their own health and wellbeing.

National research⁴ by UK government in 2020 showed the extent to which the Covid-19 pandemic created a significant change in health attitudes amongst commuters. Overall, 86% expressed concerns for their health when considering public transport, further driving demand for independent options for commuting and city travel.

The burgeoning electric two-wheel market is growing to meet this demand and it makes the perfect time to introduce Silence to the UK.

"The past year has changed everything: wary urban travellers are looking to stay away from the packed bus or train and keen to go electric if they can. Add to that increased curbs on emissions in our towns and cities, and there couldn't be a better time to bring the sound of Silence to Britain!"

Mike Rose, Founding Partner, Silence UK

Silence UK

A new venture in electric

These conditions inspired its founders to create Silence UK, a new venture formed to bring an established, all-electric smart scooter to UK travellers.

Founded by four British business leaders, combining automotive, retail and technology expertise, Silence UK extends the Barcelona-based Silence brand into the rapidly expanding UK electric two-wheel market.

The brand has already established a network of retail partners, and opened its first flagship UK showroom, in Solihull, West Midlands.

"The UK transportation market is changing at an unprecedented pace; the launch of the Silence family of class-leading electric moto scooters meets the demands of consumers and companies on so many levels. The Silence brand is cool, the products are even cooler – simple, smart, clean and beautifully designed. We're excited about bringing Silence to Britain, delivering class-leading products and providing a class-leading ownership experience to a new family of customers."

John Edwards, Founding Partner, Silence UK



⁴ National Travel Attitudes Study, October 2020: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/924959/national-travel-attitudes-study-wave-4-provisional.pdf

About the Silence UK team



Tony Lewis 

Founding Partner

Tony has operated at senior management and board director levels in the automotive sector, since 1987. His career has mixed OEMs – including Ford, LDV, Nissan GB, Nissan Europe, and Infiniti – and retail operations – including VW Group, and Nissan.



John Edwards 

Founding Partner

John is an experienced sales and marketing practitioner, who held senior executive committee positions at Jaguar Land Rover during its transformational years, 2010-2018. John's experience includes strategic brand management, operations sales and marketing and business development.



Kevin Duck 

Founding Partner

Kevin has developed a number of businesses from start-up, working in a variety of sectors, including tech, engineering, environmental services, property and importing high value vehicles. All Kevin's business interests have a common theme: new, exciting and innovative.



Mike Rose 

Founding Partner

Mike is an entrepreneur, investor and communications specialist with extensive automotive and early-stage tech brand experience, working with businesses such as Bentley, Nissan, JLR, Goodyear, Crowdcube, QJAM and WiseAlpha.



Born in Barcelona

First established in 2012, Silence has an excellent reputation, forged by its founding team of experts and enthusiasts, who developed in-house their own all-electric scooter for the Spanish market, from the ground up.

CEO, Carlos Sotelo, has competed several times in the gruelling Dakar rally and Silence's CTO, Daniel Gratacós, has an extensive race engineering background working with winning teams in the Dakar, F2 and F3.

Carlos Sotelo Rosell 

Daniel Gratacós 

Their mission was to accelerate the change towards sustainable urban mobility with innovative technology. Their proprietary battery tech and smartphone app have since made Silence a byword for simple and smart urban travel.

Today, Silence's 165-strong team produce 10,000 scooters per year in their Barcelona assembly plant, having captured over 66% electric vehicle share in their domestic market and over 30% of the European market. Silence is the only manufacturer of electric motorcycles in Europe to design and manufacture its own batteries and BMS (Battery Management System).

To date, over 21,000 Silence e-moto scooters have been sold, in 25 markets across Europe, including Italy, Germany and France.

More information on the company and founding team can be found here: [Silence - Know the trajectory and the Silence team](#)



PART TWO
The product

The sound of Silence

Join the electric revolution today

Born on the streets of Barcelona, the Silence family of all-electric 'e-moto' scooters are as practical as they are desirable. The Silence DNA combines zero-emission battery power with sharp design and smart tech.

Electric by design, light on your wallet

The primary benefit of an all-electric scooter is never needing to fill it with fuel. Gone are the days of fumbling with fuel nozzles on a garage forecourt and the cost of fuel.

The Silence e-moto scooter features an ingenious, patented 'click-and-go' portable battery system, with its own integrated carry handle and trolley wheels. When you arrive at home, at work, or even at the coffee shop, you simply unlock the seat and slide out the battery. Just extend the handle and wheel it with you like a small bag.



If you don't want to take the battery, it remains securely locked in the scooter chassis.

This clever design also enables Silence to use a more substantial battery, to give you greater range and charging performance, travelling up to 91 miles on a single charge (dependent on model).

Unlike an electric car, Silence's lithium-ion battery can be disconnected in seconds and can be charged anywhere there's a 240V domestic UK plug socket.

A full charge from empty takes less than eight hours. In cold weather, a built-in 55 W battery heater optimises charging to maximise its range.

This also means running costs are light on your wallet – around one penny per mile, estimated to be 80% lower than the equivalent conventional scooter, including the costs of fuel. It's not just travelling 100 miles for only £1 – without engine maintenance to worry about, it's also estimated that Silence can cut your service and repair costs by 30%.

The Silence battery is as robust and reliable as it is smart. Silence has forged an excellent reputation over 12 years, for its patented electric scooter technology. A recent study⁵ showed that Silence batteries retained 97% capacity after 25,000 miles (40,000 km) and 480 charging cycles.

⁵ Silence customer study, Barcelona, May 2018: <https://www.dropbox.com/s/hpxcqzluxm6v8za/Silence%20Batteries%2040k%20km%20%282%29.pdf?dl=0>

Electric performance, everyday practicality

One of the other acknowledged benefits of electric vehicles is exceptional performance and Silence e-moto scooters more than match other vehicles on the road.

The higher-powered Silence S01 Connected and S02 Business will zip from 0-30 mph in just 3.9 seconds and reach a limited top speed of 62 mph, to make the best of daily traffic.

Travelling up to 91 miles (WMTC approved and depending on model) on a single charge, Silence is also practical for everyday life. In average use, a Silence scooter would need charging no more than once a week. With the overwhelming majority (76%) of today's car journeys covering less than three miles⁶ and average single trips only 8.4 miles⁷, the company estimates that a zero-emission Silence e-moto scooter can support 99% of everyday journeys.

Pure battery power also ensures the sound of Silence, with no engine noise or vibration and no tailpipe emissions, making it your ideal travel companion.

As well as these benefits, the 'electric by design' frame also offers practical, secure under-seat stowage way beyond any other scooter on the market. With no combustion engine to worry about, this lockable space is easily large enough for a laptop or rucksack. It also includes a charging plug socket, should you want to charge your Silence without taking the battery with you.

A second stowage option is provided with a rigid carabinier-style hook to secure a bag on the step-through foot plate.

The business-focused S02 Business and S02 Business+ also feature a wide range of practical accessories, including windscreens and cavernous top boxes, the largest of which is 350 litres – giving more storage space than the boot of a Ford Fiesta.

⁶ National Travel Survey, England, 2019

⁷ RAC Foundation, 2019



A sharp new look

Immediately, the impression of a Silence e-moto scooter is one of modernity, created by its bespoke-designed EV architecture. With no concessions to internal combustion, the seat position, step through space and stowage are all optimised for comfort and practicality.

The striking angles of the frame are highlighted by lightweight fairing panels, offered in four standard colours – white, black, grey, or green – depending on model choice.

All-round LED lighting ensures Silence is highly visible, but also communicates a clean, modern aesthetic.

This was the aim of the Silence's creators – to produce an all-electric scooter than answered the key questions of customers, convincingly with three core statements: simple, useful, smart.

Simple, useful, smart

The Silence rides just like an ICE-powered scooter, with its conventional step-through design, twist-and-go throttle and front and rear brake levers.

The left-hand lever is a combined braking system (CBS), seamlessly engaging both front and rear brakes. Using the right-hand lever operates the front brake and also activates regenerative braking, returning charge to the battery and extending range yet further.

Thanks to its integrated electric motor in the rear wheel, the Silence even has a unique low-speed reverse gear option, so you'll never need to push it out of a tight parking spot.



Tech innovation is at the heart of the Silence project.

A dedicated Silence app, available for Apple and Android devices, allows you to control important settings, such as checking charge status and activating remote lock/ unlock, from your phone (dependent on model).

The Silence app also includes navigation. As well as being able to plan and follow a route with Google Maps, you can also check journey history and the app even tells you how much CO2 each journey has saved.



Every Silence e-moto scooter has its own on-board GPS receiver, to help you check its real-time location from the app and even find it in car parks.

Those sharing their scooter can set different user profiles, to save favourite destinations and journey data. The app even allows friends to share a code to unlock and start the Silence, without needing the keys.

The primary rider display is a clear, configurable digital LCD screen, giving range, battery status and power use as well as traditional speed and trip distance information. The display also enables riders to switch between three performance modes, as required:

- City – the default combination mode
- Eco – for maximum range
- Sport – for maximum performance (not available on Urban models)

A Silence for you

The five-model family offers a Silence tailored to every need, all offering the same battery technology in a range of outputs – from 50cc to 125cc equivalent.

S02
URBAN



S01
URBAN



S01
CONNECTED



S02
BUSINESS



S02
BUSINESS+



Every Silence e-moto scooter comes with a comprehensive manufacturer's warranty of two years for the e-moto scooter and three years for the battery, plus two years' AA UK roadside assistance cover.

Donald MacSporran, Director of Vehicle Manufacturer Services, at the AA commented:

"We are delighted to be providing Silence UK and their customers with assistance at the roadside in the unlikely event that they may need it. Our 2,500 roadside patrols have a long tradition of assisting customers with motorbikes, the introduction of the Silence e-moto range and our continued investment in EV technologies enables us to provide the same levels of repair and customer service keeping Silence owners mobile and safe."

Silence Urban models are rated as Category L1e and can be ridden in the UK by any person over 16 years of age, with a provisional licence, and having completed CBT (compulsory basic training). Anyone who passed their driving test before 1st February 2001 does not need to complete the CBT.

Silence S01 Connected and S02 Business models are in the L3e-A1 category for motorcycles and can be ridden by any person over 17 years of age, with a provisional licence, and having completed the CBT.

A range of finance options have also been developed with finance partner, MotoNovo.

For more details on Silence products, visit www.silenceuk.com.

Further information:

Gabi Whitfield, Silence UK
07566 248 172
gabi@silenceuk.com
www.silenceuk.com

Images and video available via Dropbox: <https://tinyurl.com/y5mb5blp>

TECHNICAL **Specifications**



S02

URBAN

£2,795 OTR*

2.0 kWh
Battery
30mph
35 mile
range



Technical specifications

Class rating	L1e
Passengers	2 (depending on configuration)
Limited speed / Range	30mph / 35 miles
Charging time, 0-100%	3-4 hours
Battery	Lithium-Ion, 2.0kWh
Battery weight	27 kg
Weight without batteries	89 kg
Wheels (front and rear)	120-70-13 / 120-80-12
Brakes (front and rear)	Disc 220 mm / 240 mm
Brake system	CBS
Suspension	Hydraulic damping
Dimensions	1,960 L 800 H 1,080 W (mm)
Wheelbase	1,440 mm
Max authorised weight	282 kg
Motor	Integrated hub motor, brushless, 1.5 kW
Lighting	LED / daytime running lights
Features	Regenerative braking, reverse gear, central stand and side stands
BMS (Battery Management System)	Counter System: Manage the cells' voltage, the number of battery charges and discharges and the temperature
Charger	600 W On-board / Off-board (UK 3-pin connection)
Heater	Battery pack with 55 W heater (while charging)
Lighting	LED, daytime running, integrated turn signals
LCD display	Speed, SoC (State of Charge), remaining range, temperature, time, 2x trip recorders, partial miles
Driving modes	City, ECO
USB	Dual-input USB charger
Warranty	Vehicle 2 years / Battery 3 Years
Roadside assistance	2 years, AA

*OTR (On the Road) includes VAT, First Registration and OLEV Grant.

S01

URBAN

£4,395 OTR*

4.1 kWh
Battery
52mph
62 mile
range



Technical specifications

Class rating	L3e
Passengers	2
0 - 30mph	5.9 seconds
Limited speed / Range	52mph / 62 miles
Charging time, 0-100%	5-7 hours
Battery	Lithium-Ion, 4.1 kWh
Battery weight	40 kg
Weight without batteries	111 kg
Wheels (front and rear)	120-70-15 / 140-70-14
Brakes (front and rear)	Disc 260 mm / 240 mm
Brake system	CBS
Suspension	Hydraulic damping
Dimensions	2,000 L 705 H 1,313 W (mm)
Wheelbase	1,450 mm
Max authorised weight	320 kg
Motor	Integrated hub motor, brushless, 5 kW
Lighting	LED / daytime running lights
Features	Regenerative braking, reverse gear, central stand and side stands
BMS (Battery Management System)	Counter System: Manage the cells' voltage, the number of battery charges and discharges and the temperature
Charger	600 W On-board / Off-board (UK 3-pin connection)
Heater	Battery pack with 55 W heater (while charging)
Lighting	LED, daytime running, integrated turn signals
LCD display	Speed, SoC (State of Charge), remaining range, temperature, time, 2x trip recorders, partial miles
Driving modes	City, ECO
USB	Dual-input USB charger
Warranty	Vehicle 2 years / Battery 3 Years
Roadside assistance	2 years, AA

*OTR (On the Road) includes VAT, First Registration and OLEV Grant.

S01

CONNECTED

£4,995 OTR*

APP
connected

5.6 kWh
Battery
62mph
85 mile
range



Technical specifications

Class	L3e
Passengers	2
0 - 30mph	3.9 seconds
Limited speed / Range	62mph / 85 miles
Charging time, 0-100%	6-8 hours
Battery	Lithium-Ion, 5.6kWh
Battery weight	40kg
Weight without batteries	111 kg
Wheels (front and rear)	120/70 -15 / 140/70 -14
Brakes (front and rear)	Disc 260 mm / 240 mm
Brake system	CBS combined
Suspension	Hydraulic damping
Dimensions	2,000 L 705 H 1,313 W (mm)
Wheelbase	1,450 mm
Max authorised weight	320 kg
Motor	Integrated hub motor, brushless, 7 kW (9 KW Peak Power)
Lighting	LED / daytime running lights
Features	Regenerative braking, reverse gear, central stand and side stands
BMS (Battery Management System)	Counter System: Manage the cells' voltage, the number of battery charges and discharges and the temperature
Charger	600 W On-board / Off-board (UK 3-pin connection)
Heater	Battery pack with 55 W heater (while charging)
Lighting	LED lights / daytime running lights / built-in indicators
LCD display	Speed, SoC (State of Charge), remaining range, temperature, time, 2x trip recorders, partial miles
Driving modes	City, Sport, ECO
Connectivity	On board unit (OBU) with SIM connected to the "Silence Connected" APP
Warranty	Vehicle 2 years / Battery 3 Years
Roadside assistance	2 years, AA

*OTR (On the Road) includes VAT, First Registration and OLEV Grant.

S02

BUSINESS

£3,795 OTR*

5.6 kWh
Battery
30mph
91 mile
range



Technical specifications

Class rating	L1e
Passengers	2 (depending on configuration)
Limited speed / Range	30mph / 91 miles
Charging time, 0-100%	6-8 hours
Battery	Lithium-Ion, 5.6 kWh
Battery weight	40 kg
Weight without batteries	89 kg
Wheels (front and rear)	120-70-13 / 140-80-12
Brakes (front and rear)	Disc 220mm / 240mm
Brake system	CBS
Suspension	Hydraulic damping
Dimensions	1,960 L 800 H 1,080 W (mm))
Wheelbase	1,441 mm
Max authorised weight	282 kg
Motor	Integrated hub motor, brushless, 1.5 kW
Lighting	LED / daytime running lights
Features	Regenerative braking, reverse gear, central stand and side stands
BMS (Battery Management System)	Counter System: Manage the cells' voltage, the number of battery charges and discharges and the temperature
Charger	600 W On-board / Off-board (UK 3-pin connection)
Heater	Battery pack with 55 W heater (while charging)
Lighting	LED, daytime running, integrated turn signals
LCD display	Speed, SoC (State of Charge), remaining range, temperature, time, 2x trip recorders, partial miles
Driving modes	City, ECO
USB	Dual-input USB charger
Warranty	Vehicle 2 years / Battery 3 Years
Roadside assistance	2 years, AA

*OTR (On the Road) includes VAT, First Registration and OLEV Grant.

S02

BUSINESS+

£4,695 OTR*

5.6 kWh
Battery
56mph
80 mile
range



Technical specifications

Class	L3e
Passengers	2 (depending on configuration)
0 - 30mph	3.9 seconds
Limited speed / Range	56mph / 80 miles
Charging time, 0-100%	6-8 hours
Battery	Lithium-Ion, 5.6kWh
Battery weight	40kg
Weight without batteries	105 kg
Wheels (front and rear)	120-70 -15 / 140-70 -14
Brakes (front and rear)	Disc 220mm / 240mm
Brake system	CBS
Suspension	Hydraulic damping
Dimensions	1,971 L 766 H 1,078 W (mm)
Wheelbase	1,476 mm
Max authorised weight	330 kg
Motor	Integrated hub motor, brushless, 7 kW (9 KW Peak Power)
Lighting	LED / daytime running lights
Features	Regenerative braking, reverse gear, central stand and side stands
BMS (Battery Management System)	Counter System: Manage the cells' voltage, the number of battery charges and discharges and the temperature
Charger	600 W On-board / Off-board (UK 3-pin connection)
Heater	Battery pack with 55 W heater (while charging)
Lighting	LED lights / daytime running lights / built-in indicators
LCD display	Speed, SoC (State of Charge), remaining range, temperature, time, 2x trip recorders, partial miles
Driving modes	City, Sport, ECO
USB	Dual-input USB charger
Warranty	Vehicle 2 years / Battery 3 Years
Roadside assistance	2 years, AA

*OTR (On the Road) includes VAT, First Registration and OLEV Grant.



Silence UK

Marlow House
310 Haslucks Green Road
Solihull
West Midlands
B90 2NE