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KYMCO Introduces at EICMA 2016 A Revolutionary Connected Scooter Experience “Noodoe”

*KYMCO demonstrates leadership in IoV
and transforms riding from transportation to a social experience*

MILAN, ITALY – 8 November, 2016 (EICMA) – KYMCO, one of the most trusted global brands for scooters, motorcycles and ATVs, unveiled today the world’s first ready-to-market connected scooter experience, Noodoe. Developed based on a rider-centric design, this groundbreaking smart dashboard is creating a revolutionary connected scooter experience for the new Internet era, empowering riders to stay informed, connected and social. The announcement of the new dashboard launch was made at the international motorcycle and scooter show in Milan Italy, Esposizione Internazionale Ciclo e Motociclo e Accessori (EICMA).

“In the past 50 years, KYMCO has had the opportunity to serve as the trusted companion for more than 10 million scooter riders. We have spent time tirelessly observing how riders interact with their worlds. What we’ve found is that despite the emergence of IoT (Internet of Things) in the Internet era, there remain unsatisfied needs in the personal transportation industry. These insights helped us create the most thoughtful everyday experience specifically for riders,” said Mr. Allen Ko, Chairman of KYMCO Group. “Noodoe is truly a rider-centric lifestyle design that accommodates the daily needs of modern riders in an always connected era.”

In light of the emergence of connected vehicles, everyday consumer needs remain unfulfilled. Specifically, scooter riders want to know if it’s going to rain in the coming hours. While riding they want to know what’s around, especially when gas is running low. When going to a place for the first time, they want to be pointed in the right direction. For those who enjoy group rides, they would like to stay closer together. At a boring red light, they want to be alerted of important updates

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without pulling out their phones. In a crowded parking lot, they want to find their scooter. Furthermore, riders want to make their scooter personal. After all, beyond transportation a scooter is a form of self-expression. Most profoundly, they want to be a part of a community and expand their social engagement. These are just a few of the unfulfilled consumer needs that inspired the creation of Noodoe.

Noodoe is thoughtful. As the rider approaches his KYMCO, his phone automatically connects to the scooter. When he turns on the ignition, he is greeted with the favorite photo. Noodoe reminds the rider of the weather forecast, so he knows that it's not going to rain. While riding, Noodoe's smart compass points him in the right direction. When the gas runs low, the smart compass helpfully shows nearby gas stations. At a stoplight, Noodoe presents missed calls, breaking news, new messages, and friends' social updates, all without the rider having to pull out their phone. When the rider parks, Noodoe automatically memorizes the location. From the moment the rider approaches the scooter, until the end of each journey, every moment is inspirational and fun.

Noodoe is personal. People celebrate self-expression because no two persons in the world are the same. Consumers have different likes, different needs, and crave for new ways to self-express. Because of this, Noodoe is a real-time cloud service that gives the riders choices. From the Noodoe cloud, riders can browse different dashboard designs, download their favorites to their personal collection, and install them onto their scooters. Beyond a great rider experience, Noodoe makes every scooter distinctively personal.

Noodoe is social. With a bit of inspiration, every rider can become a Noodoe dashboard designer and publish the new designs to the Noodoe cloud. Noodoe is a full-fledged social network where riders can design and share their creations, follow others, and be followed. The result: every new creation is one-of-a-kind, representing the ultimate form of self-expression. Each inspiration is a spark that will ignite waves of social reactions and dialogues. It's no longer just about moving from A to B, but a rewarding experience of self-expression, creativity, sharing, belonging, and social interactions. People around the world are connected through Noodoe, no matter where they are or what language they speak. Noodoe creates a new community that links riders around the world together. Noodoe is a global social network.



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“Noodoe is thoughtful, personal, and social,” said Mr. Ko. “It is our vision to bring to consumers a heart-wining experience that puts the rider at the center of everything.”

Six key functions for riders to stay connected and informed:

- **Time** – The rider can select preferred clock designs from the Noodoe cloud. One can also design his own clock.
- **Weather** – In addition to displaying current weather conditions, Noodoe can also provide the weather forecast for motorcyclists. The rider can select preferred weather dashboard designs from the Noodoe cloud. One can also design his own weather dashboard.
- **Smart Compass** – With the scooter riders as the center point, the system provides relative locations of nearby KYMCO dealers, gas stations, convenience stores, and other useful points of interest. Combined with a destination function, the Smart Compass shows the riders direction and distance information. In addition, riders can set up groups and show the relative locations of crew members on the dashboard. The rider can select preferred compass dashboard designs from the Noodoe cloud. One can also design his own compass dashboard.
- **Speed** – The rider can select preferred speedometer designs from the Noodoe cloud. One can also design his own speedometer dashboard.
- **Notification** – Noodoe can display important notifications from rider's smart phone when the scooter is stopped. Notifications include Facebook, Line, WhatsApp, missed calls, etc.
- **Find My Ride** – Noodoe records the last parked location when the ignition is turned off. It can guide a rider to the parked location via mobile App.

As a safety precaution, riders can only read messages and notifications when the vehicle is completely stopped. Moreover, when switching between functions or scrolling through notifications via the Noodoe control switch, the rider operates smoothly without taking their hands off the handlebars. As a final precaution, the visibility of the dashboard has been tested to be viewed safely and clearly in all kinds of weather conditions.



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Noodoe is coming to Europe in Q1 2017

KYMCO Noodoe will go into mass production and market distribution starting in the first half of 2017. Noodoe will be installed as the standard configuration on KYMCO AK 550 and available as an optional feature for Like 125 and People S 125. In the future, more new models will integrate the Noodoe experience.

KYMCO at EICMA MILANO 2016 Moto Show

KYMCO's latest technologies and models will be showcased at EICMA 2016, being held 8 –13 November, 2016, at Esposizione Internazionale Ciclo e Motociclo e Accessori. To see demonstrations and learn more, show attendees and media can visit the KYMCO booth, located in hall 6 at booth H20.

ABOUT KYMCO

KYMCO is one of the global leading powersports brands. KYMCO's mission is to create personal vehicles that win the hearts of consumers all over the world. KYMCO always goes above and beyond to bring to customers the most thoughtful riding experience for everyday life. KYMCO's current product range includes scooters, motorcycles, mobility scooters, ATVs and utility vehicles.

You can learn more about KYMCO at www.kymco.com

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