

Press Release

from
MotoNovo Finance

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MotoNovo & Silence UK Announce Finance Partnership

An all-new electric motorcycle brand is set to make its mark on the UK two-wheel market. Designed and built in Europe and founded by former Dakar Rally motorcyclist Carlos Sotelo Rosell, Silence has already established itself as Europe's largest player in the growing electric 50cc and 125cc motorcycle sector. Now, it is set to launch in the UK. It is a launch that will see the business partner with leading finance player MotoNovo Finance.

As the UK re-opens, it will do so much changed socially and economically from its pre-Covid position. A shift to hybrid home/office working, reluctance to travel on public transport, a need for affordable transport and an increasing focus on sustainability all favour a shift towards small electric two-wheelers. Showcasing a four model line-up with max speeds of up to 62mph and a range of up to 91 miles, Silence UK is set to offer an attractive, chic scooter-style proposition targeting urban travellers.

Affordability is a central part of the Silence UK proposition and Mike Rose, founding partner at Silence was keen to ensure that point-of-sale finance was part and parcel of this approach as he notes;

"Over 90% of new cars rely upon finance provided by the retailer and the situation for us is no different. We sought out a finance company that shared our customer-led ethos. As the first finance provider to introduce a risk-based pricing approach to vehicle finance, MotoNovo Finance is our ideal partner. With risk-based pricing, we aim to help most of our customers to access affordable finance tailored to their credit status."

Karl Werner, Deputy CEO at MotoNovo Finance is also excited by the development as he reflects;

"The way many people work is set for major change. Match that with the emergence of Ultra Low Emissions Zones in major cities and a desire for flexibility and we can see many more people looking to electric two-wheel travel in the months ahead. The opportunity to work alongside a brand that is already well-established in Europe is something that excites us."

ENDS

Editorial Notes

MotoNovo Finance Background

MotoNovo Finance is a fast-growing, values-led, multi-award winning financial services business that has forged a proud reputation as an employer and innovator. The business has won multiple awards for its Customer Service, innovation and overall business performance

www.motonovofinance.com

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Silence UK Background

Silence is the leading manufacturer of electric motorcycles in Europe. For the past 9 years, it has been designing, developing and manufacturing electric scooters and battery packs using in-house technology. With its headquarters and manufacturing and development facilities in Barcelona, Silence boasts an extensive sales network throughout Spain and Europe. Customers include Acciona, Seat, Telepizza, Ara Vinc, the Spanish Postal Service, Zena Group, Cooltra, B:SM and the Madrid and Barcelona city councils. Its main shareholders include Caixa Capital Risc, Repsol and MSG. Silence was founded in 2012 by Carlos Sotelo, a former Dakar Rally rider and the company's current CEO.

Silence UK is a new venture, founded by four automotive experts, to bring the established Silence e-moto scooters to UK customers.

<https://www.silenceuk.com>