



## **MOTORCYCLE LIVE 2021**

**Hall 2**

**Stand 2C25**

### **THE SOUND OF ELECTRIC: SILENCE DESCENDS ON MOTORCYCLE LIVE**

- **Silence UK caps its debut year with stand at Motorcycle Live 2021, as MCIA reports UK electric two-wheel sales bigger than ever**
- **Full range on display and models available to test ride 4-12 December**
- **Competition to win an S01 in partnership with Autotrader**

**SOLIHULL, West Midlands 1 December 2021:** The electric revolution is coming to Motorcycle Live 2021, as the Silence UK 'e-moto' scooter family caps its debut year with its biggest stage yet at Birmingham's NEC.

The full, five-model Silence plug-in range will be on show – and available to try – together for the first time, offering all-electric, zero-emission alternatives to traditional 50cc and 125cc mopeds and step-through scooters.

Private riders and commuters will be drawn to the stylish **S01 Connected** and new **Urban** spec which is now available in both S01 and S02 trim. For professional riders and fleets, the **S02 Business** and **S02 Business+** mean business, with long-range battery options and a large collection of practical accessories.

All stand visitors will have a chance to see for themselves the revolutionary, 'click and go' removable and portable Silence lithium-ion battery, which can be charged through any 240V socket and can reduce running costs to a penny per mile – a massive 80% less than ICE-powered scooters.

And it's not just about looking as riders of all levels can try electric for themselves, with Silence 'e-moto' scooters available in both the MCIA TryRIDE (Hall 2) and Test Ride (Hall 3a) zones at the show. MCIA TryRIDE offers free 20-minute beginner lessons with a professional instructor to anyone aged 14 or over, and 2021 is the first year to feature the option of Silence all-electric bikes.

Finally, to win the ultimate eco Christmas present, visitors to the Silence stand can enter a competition, run in conjunction with Autotrader, to win a range-topping Silence S01 Connected to be delivered ready for Christmas.

Tony Lewis, co-founder of Silence UK, said: “Two-wheel electric travel is coming of age and this is the perfect moment to bring it to the biggest show in the UK.

“Electric riding is simple, affordable and most of all, fun. To date this year, sales of electric two-wheelers have almost tripled<sup>1</sup> and Motortcycle Live is the right audience, at the right time, to experience the full Silence range. I’m particularly excited that MCIA are including Silence in their TryRIDE zone, for the next generation of riders to experience electric.”

The show will cap off an extremely busy year for Silence in the Midlands, having opened its UK HQ in Solihull, taken big steps with retail partners, and launched its range of bikes into the UK market, with attractive finance and warranties.

Through 2021, the brand has also established a commercial partnership and concept breakdown assistance bike with The AA, has kicked-off the country’s first e-moto scooter share trial with Solihull Council, and is in detailed conversations with numerous local authorities and delivery businesses across the UK.

The full Silence UK range on show at Motorcycle Live is:

**S02 Urban ...            £2,795 OTR**

**S01 Urban ...            £4,395 OTR**

**“The City Dwellers”** – Created specifically for riders who live and work in the city, these new models takes 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.

---

<sup>1</sup> MCIA press statistics, October 2021: Oct 2021 YTD sales = 5,085 (Oct 2020 YTD = 1,955)  
<https://www.mcia.co.uk/press-statistics>

**S01 Connected ... £4,995 OTR**

***“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 + ... £4,695 OTR**

**S02 Business ... £3,795 OTR**

**“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.

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

The dedicated Silence app will also be on display, showing the control and connectivity possibilities of Silence. Available for Apple and Android devices, the app allows riders to check charge status, location, and even plan and follow routes with Google Maps. The app even allows friends to share a code to unlock and start their Silence, without needing the keys.

Show visitors can find the Silence team and range at **Hall 2, Stand 2C25**. For more information on Silence, visit [www.silenceuk.com](http://www.silenceuk.com)

**Ends**

Further information:

Gabi Whitfield, Silence UK

07566 248 172

[gabi@silenceuk.com](mailto:gabi@silenceuk.com)

Detailed media pack, images, and video available via Dropbox:

<https://www.dropbox.com/sh/SilenceMediaPack> (UPDATE NEEDED)

**About Silence:**

Silence is the leading manufacturer of electric motorcycles in Europe. For the past nine 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. Silence was founded in 2012 by Carlos Sotelo, a former Dakar Rally rider and the company's current CEO.

Silence UK was founded by four automotive experts in 2020 and launched in 2021, to bring the established Silence e-moto scooters to UK customers. Headquartered in Solihull, West Midlands, the company is in the process of establishing a network of agent partners around the UK. [www.silenceuk.com](http://www.silenceuk.com)