

BIOMEGA'S NEW EV REIMAGINES URBAN MOBILITY

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15 : 11 : 2018 Automotive : Mobility : Electric Cars



SIN by Biomega, Demark



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Denmark – Danish bicycle brand **Biomega** has launched its first four-wheel electric vehicle (EV), named SIN.

The concept car, which will be ready for market by the early 2020s, has been developed as an affordable and sustainable solution to modern urban mobility. Designed using minimal components and lightweight materials, SIN can easily manoeuvre in tight spaces and applies Biomega's principles of social innovation and modular design thinking to the automotive industry.

'We've been focused on urban mobility since the 1990s,' says Biomega founder Jens Martin Skibsted. 'We feel that we are in an extremely strong position to design an EV that represents the frontier of new mobility.' According to Skibsted, SIN is also the next step in Biomega's 'ongoing battle against the combustion car'.

Automotive innovation is set to transform the way we use and design our future cities. For more, subscribers can explore [how AVs will impact urban design](#).