



PRESS RELEASE

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Introducing the next generation mobility of HMW.

Innovations in mobility are changing the way people navigate and engage with their surrounding environment, ushering in a new era of transportation. Vienna-based mobility brand HMW, a registered trademark of Acceleration Hub GmbH, is at the forefront of redefining mobility. In this new era of mobility, HMW is embarking on a transformative journey based on a strong commitment to accessibility and sustainability. The mission is clear: Create accessible systems to enjoy everyday mobility.

Envisioning a future where transport transcends barriers, HMW is elevating its legacy into the technology and appearance of tomorrow, with the aim of empowering people and improving their quality of life. Through innovative solutions and an unwavering commitment to thoughtful processes, the brand removes barriers and facilitates smooth everyday transportation for everyone. With a mission to ensure a better future for all, HMW invites you to discover its journey towards a connected, accessible and sustainable future across diverse mobility landscapes.

The journey is not merely a comeback; it's a harmonious blend of past achievements, present endeavors, and future aspirations, embodying the essence of progress and possibility. Therefore, interdisciplinary expertise is the central aspect in the Acceleration Hub company. The leadership team demonstrates professional diversity. Co-founder and CEO Elias Juraszovich brings years of experience in project management and product development in the motorcycle industry, while Co-founder and COO Michael Hofbauer has extensive experience in transportation, industrial, and brand design. They get strong support from Co-founder and CFO Andreas Mariacher bringing in expertise in Product, Project and Process Management combined with a strong background of Co-founder and CTO Florian Nimmervoll in Innovation Management, Product and Brand Management. Their international core team includes various experts in the areas of creative and new digital design as well as brand development and design innovation strategy.

HMW® is a registered trademark of Acceleration Hub GmbH, Schönbrunner Straße 38/8, 1050 Vienna, AUSTRIA
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In the middle of the last century, HMW was very popular for its innovative solutions and vehicles that made mobility possible for the masses. What was then the motorisation of bicycles and the development of affordable two-wheelers is now the urgent challenge of decarbonising transportation, coinciding with the growing demand for urban and suburban transport solutions. HMW is at the forefront, developing advanced mobility systems that bridge the gap between rural and urban areas. By addressing issues such as last mile transport, congestion and parking shortages, HMW aims to revolutionize the commuting experience. Through innovative design and sustainable practices, HMW is committed to creating more efficient, enjoyable and accessible transport options for all.

"We do not want to be just another retro styled brand, but rather take inspiration from how our brand tackled obstacles in the past and apply these approaches to the challenges of tomorrow." says CEO Elias Juraszovich.

The main goal is to establish a powerful and flexible portfolio that enables solid branding tailored to a holistic product innovation to implement sustainable innovation transfer in a variety of markets. The first market launch of *HMW Exclusive Vehicles* will be succeeded by a *HMW Innovation Products* Portfolio.

"We want to design and develop more than just individual vehicles; we want to design the best mobility solution for every scenario - fitting user needs and market demands. We believe that mobility should be both practical and fun." says Michael Hofbauer, COO.

HMW is preparing to unveil its first exclusive models at the EICMA in Milan, Italy later this year. It builds on the anticipation of rural and urban commuters. With innovative design, advanced technology and an unwavering commitment to creating products of the highest quality, HMW promises to redefine the world of urban and suburban transport. Stay tuned for more information on HMW's mission to revolutionize next generation mobility.

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