



The story of Purismo – how the combination of passion for sustainable movement and Italian design creates a unique e-bike.

On the one hand: more than 17 years of experience in the world of finance, in various branches – at last in the e-mobility branch – and a passionate biker himself living in West-Austria, Michael Thuma has always had the dream of being self-employed. However the “spark of inspiration” was still missing.

On the other hand: A highly specialized carbon production company near Milano / Italy, a team of experts and fiddlers, or let's say freaks, concerning the use of carbon. They supply one of the worldwide most famous Formula 1 team with parts for race car bodies. So, the Purismo frame design really profits from decades of experience.

These two met by chance! What follows is a choreography of passion, not only coincidence.

Michael Thuma has been commuting from his home outside of Salzburg to the center of the town for many years – with all its advantages and disadvantages, such as traffic jams, not enough parking places, extremely expensive park houses, inefficient public transport concepts.

He is aware of the increasing importance of the megatrends sustainability, mobility and the fast growing of big cities and overcrowded areas worldwide.

He sees a big chance for Purismo – a foldable e bike, which can be folded easily in only three steps, which is so light that it can be carried without effort, which convinces citizens and race bikers alike with its Italian design and unique riding experience, which is equipped with the best components of the bike branch.

In a few words – this is the ideal combination of private and public mobility: not only light, handy and sustainable, but also extremely stable, with e motor support up to “speedy” 27km/h, and stylish, an eye-catcher whenever you ride Purismo.

Now the bike freak and the fiddler start to cooperate. Michael Thuma creates the brand Purismo – PURE URBAN MOVEMENT, with the help of corporate identity - and brand experts. PURE stands for reduced design, handiness and sustainability. URBAN stands for stylish urban orientation and MOVEMENT does not only stand for a new way of movement, but also for advanced thinking, anticipating future trends and the wish to realize and be part of them.

The first prototypes are so convincing, that everybody who tests Purismo is enthusiastic about it. The first photo-shooting is followed by the making of videos and the presentation of Purismo at the Interboot in Friedrichshafen in September 2016.

In harbors Purismo is the ideal complementary equipment for boat- and yachtowners who want to be mobile – fast, easy and trendy! However not only in harbors! Very soon PURISMO is supposed to make mobility easier, faster and more sustainable in big cities, too!



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