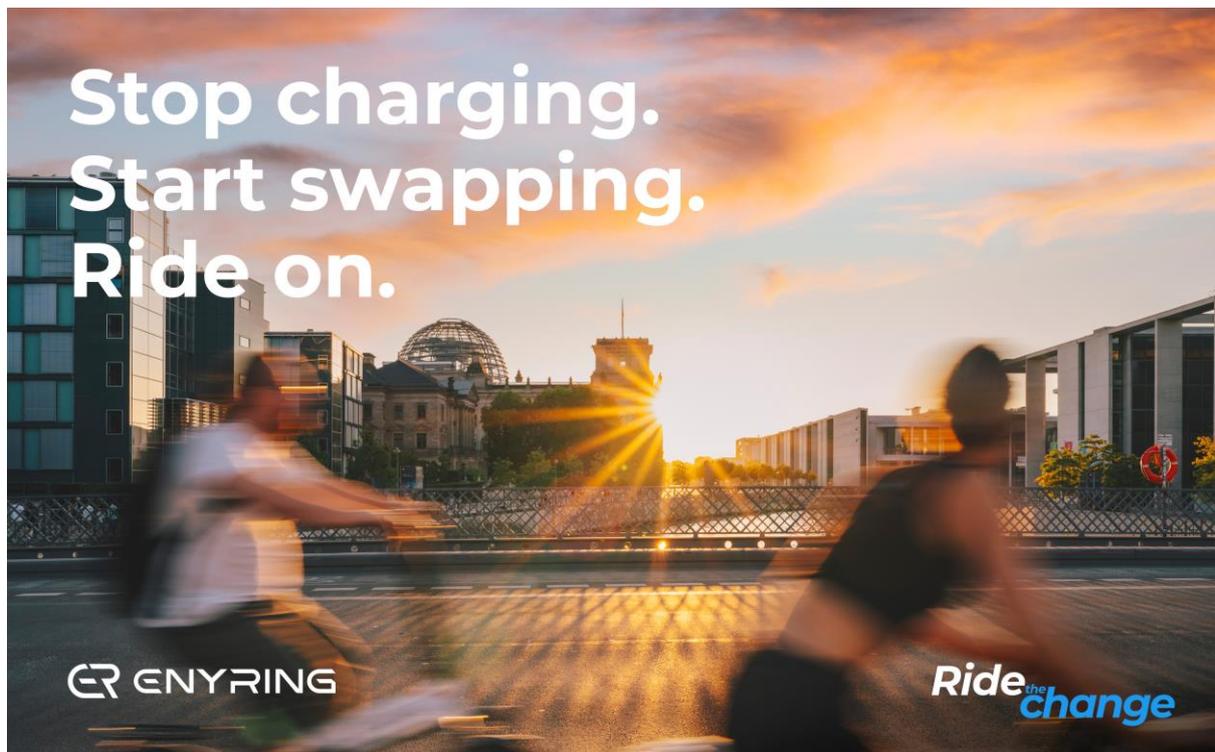


**Kickmaker is proud to support ENYRING  
in pushing the boundaries of micro-  
mobility.**



*ENYRING unveiled a brand new electric micro-mobility solution with an innovative range of e-bikes and a groundbreaking battery-swapping system. The solution will be launched in Berlin and Amsterdam. Kickmaker has been supporting Enyring to bring this innovation to the market.*

**A comprehensive innovation in micro-mobility**

Urban mobility is entering a new era. ENYRING, powered by Yamaha Motor Co., Ltd, has launched a new range of electric bikes integrating an innovative mobility feature: a swappable battery system supported by a dedicated network of charging stations. This subscription-based service allows users to swap batteries in seconds, unlocking seamless, constraint-free riding.

This ambitious project redefines the e-mobility experience by offering a practical, sustainable, and scalable solution to battery management challenges.

## **From concept to production: a fully integrated approach**

Kickmaker delivered a turnkey solution to ENYRING covering every stage of development, from early design to full-scale industrialization bringing its best team of engineers along with its technology and industrial partners. This included the engineering of the battery system, the Battery-as-a-Service (BaaS) architecture, and four e-bike models: a commuter, a step-through city bike, a longtail, and a cargo model.

## **Mastering technical milestones respecting a strict validation process**

To ensure a robust and reliable development process, Kickmaker implemented its core structured, milestone-driven approach taking no shortcut. From defining the PRD and DFM guidelines to sourcing key suppliers, every phase was properly respected, and all risks properly mitigated. By involving industrial partners from the start, the project maintained clear alignment and efficient collaboration across all stakeholders.

### **Vincent Despatin, CEO of Kickmaker, says:**

*"At Kickmaker, we've been supporting the design and industrialization of complex products for eight years. Over time, we've learned there's no magic formula, but if there were one, it would be this: process driven, anticipation, risk mitigation, and above all, strong collaboration and trust between all stakeholders. The ENYRING project was the perfect example of that and we take the opportunity to thank all partners starting by ENYRING staff for that."*

## **A collaborative ecosystem driving innovation**

Kickmaker mobilized a multidisciplinary team to simultaneously manage mechanical design, electronics, software, system integration, product validation and Production Transfert to Industrial partners. This tight coordination ensured a seamless transition from prototypes to manufacturing, supported by a trusted network of industrial

partners.

## **A shared vision for sustainable mobility**

This project reflects what makes industrial innovation successful: timing, anticipation, and collaboration. Together, ENYRING and Kickmaker are shaping the future of electric mobility, one that is smarter, more sustainable, and built on a Battery-as-a-Service vision that reimagines usage and extends battery lifecycles.

## **MEDIAS**

- Video: how to swap with Enyring?  
<https://youtu.be/GlD665wWVyg?si=1bfiYXCA8LujUhbJ>
- The bikes: <https://enyring.eu/service-en/>

## **ABOUT**

### **Kickmaker**

Kickmaker is an industrialization firm specializing in the design, development and industrialization of high-tech products. With expertise spanning robotics, medTech, consumer electronics, mobility, energy, automatisisation... Kickmaker supports startups and major industry players from concept to market-ready products. Based in France, USA and China, its team of multidisciplinary engineers and project managers brings agility and technical excellence to every stage of product industrialization.

Website: <https://www.kickmaker.fr/en/>

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## **ENYRING**

ENYRING offers swappable e-bike batteries via a subscription model, with swap stations in Berlin and Amsterdam. Customers can replace their battery in under 20 seconds — no charging, no battery purchase. Founded in 2023 by YAMAHA Motor, the company will launch in 2025 with over 50 stations and four e-bike models.

Website: <https://enyring.eu/>

Linkedin: <https://www.linkedin.com/company/enyring/>

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