

Swedish Vidde Unveils World's First Electric Snowmobile with Circular Ambition

February 8, 2024 - Jörn/ Jukkasjärvi, Sweden - Swedish Vidde, a pioneering force in sustainable mobility, is set to revolutionise the snowmobile industry with the launch of the world's first circular electric snowmobile, the Alfa, on February 18th, 2024. This groundbreaking vehicle marks a significant milestone in the pursuit of cleaner, more environmentally friendly snowmobiling experiences.

Traditional snowmobiles have long been recognized as heavy polluters within the vehicle sphere, but until now, they have largely escaped the focus of regulatory authorities and manufacturers. Swedish Vidde is stepping forward to address this issue head-on, with the coming Vidde snowmobiles removing approximately 85% of today's emissions, setting a new standard for clean terrain vehicles.

The journey began with a simple realisation during a safari in the stunning Swedish wilderness: the noise and pollution emitted by conventional snowmobiles detracted from the beauty of nature itself. Recognizing the need for change, Swedish Vidde embarked on a mission to develop an attractive snowmobile that makes it possible to have fun and enjoy riding as well as minimise the environmental impact.

Drawing on Sweden's rich automotive heritage, its position as the largest snowmobile market outside of North America, and its commitment to combating climate change, Vidde Snow Mobility was born. Through meticulous research and collaboration with partners such as RISE (Research Institute of Sweden), the company honed in on key aspects such as driveability, battery functionality in

arctic climates, and noise reduction, ensuring that the Alfa delivers an unparalleled snowmobiling experience.

The design of the Alfa represents a marriage of form and function, with renowned Italian design house Pininfarina contributing to its clean sheet design. The result is a vehicle that is not only visually striking but also purposeful and timeless, embodying the principles of sustainability and longevity.

The launch of the Alfa together with the iconic Icehotel in Jukkasjärvi marks a significant milestone in Vidde's journey. As a pre-series partner, Icehotel represents one of the main user demographics: tourism and experience tourism. Similarly, SkiStar, a frontrunner in the ski resort market and another pre-series partner, is paving the way for fully electric destinations. Together, these partnerships signify a shift towards a more sustainable future for winter tourism.

Christian Lystrup, Co-founder and CEO of Swedish Vidde, commented on the significance of the launch, stating, "In 2 years, a lean core team working with absolute top partners has taken the terrain mobility category from super dirty to the start of a circular electric future. On the 18th we are proud to present the world's cleanest snowmobile to the market and look forward to start validating it in actual use with our partners!"

Fredrik Blom, Head of Engineering & CTO, highlighted the opportunities afforded by electric technology, stating, "We have prioritised our efforts to set the technical foundation for the vehicle right. Focus has therefore been to develop the winter battery solution, connect the vehicle to the digital cloud for continuous upgrades and set the construction right for perfect weight distribution that creates the best drivability, to mention a few."

Kristine Lium, Head of Design and Sustainability, emphasised the potential of clean sheet design to drive sustainability and longevity, stating, "Through close

collaboration with users and a focus on sustainable materials and usability, we are creating a vehicle that will remain relevant and attractive for years to come."

In conclusion, the launch of the Alfa represents a paradigm shift in snowmobiling, offering not only unparalleled performance and pleasure but also a commitment to sustainability and circularity. As the world's first electric snowmobile with a circular ambition, the Alfa is poised to redefine the snowmobiling experience for generations to come.

For more information about the launch event on February 18th, please contact:

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About Vidde:

Vidde is a pioneering force in sustainable mobility, committed to revolutionising the snowmobiling industry with innovative electric terrain vehicles. With a client list that includes major names such as Skellefteå Kraft, Sveaskog, and the Norwegian Red Cross, Vidde is at the forefront of driving positive change for both people and the planet.

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