



THE FUTURE OF MOBILITY

www.msbmobility.co.uk

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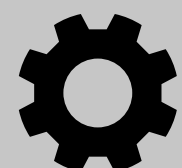
INVEST & OFFER THE BEST IN MOBILITY

INTRODUCTION

Welcome to MSB Mobility, where innovation meets comfort. Our mobility scooters feature the latest technology, cutting-edge design, and exceptional comfort to make every journey easier. With sleek, modern aesthetics and advanced features, our scooters are built to provide you with unmatched reliability and style. Whether you're navigating city streets or enjoying a leisurely ride, MSB Mobility ensures you do it with confidence and ease. Explore our range today and experience the future of mobility.



UK COMPANY



PARTS ON HAND



**UK BASED
SERVICE CENTRE**



**CUSTOMER
CARE AVAILABLE
7 DAYS A WEEK**



COMPANY OVERVIEW

MSB Mobility Scooters is a proudly British company established in October 2024 as a sister arm of Mobility Scooters Blackpool. Born from a deep understanding of the UK mobility market and extensive industry research.

At MSB Mobility, we've partnered with leading manufacturers in China and are directly involved in every stage of the production process — from design to final build. Our team works closely with engineers to ensure each scooter reflects the highest standards of comfort, reliability, and extended battery life, all while offering sleek, modern designs suited to real-world use.

We are committed to offering exceptional scooters at incredible trade and retail prices, enabling mobility retailers to bring advanced mobility solutions to customers across the UK. Whether it's for short trips, full days out, or navigating indoor spaces, MSB scooters are built to go the distance — reliably, comfortably, and affordably.

Mission Statement

Our mission is simple: to deliver the next generation of mobility scooters that combine cutting-edge technology with outstanding value.



MARKET ANALYSIS

► Industry Overview

The UK mobility scooter market has seen steady and significant growth in recent years, driven by an ageing population, rising health awareness, and increasing demand for independent living solutions. Over 300,000 mobility scooters are currently in use across the UK, and this number is expected to grow as life expectancy and the desire for personal independence continue to rise.

Retailers and manufacturers alike are navigating a market that demands innovation, comfort, and affordability. While many existing products serve functional needs, there is a growing demand for enhanced user experience, improved aesthetics, and longer-lasting battery technology—particularly among a new generation of users seeking modern, stylish solutions.

The government's emphasis on ageing-in-place and independent living further supports the growth of the mobility aid industry. However, despite high demand, many retailers report that existing brands fail to offer the mix of quality, design, and pricing that today's consumer expects.



MARKET ANALYSIS

▶ Target Market

Continued

- **Primary End-User Demographic:**
 - Individuals aged 60+ who are semi- to fully-retired, living independently or in assisted-living environments. Many are active and value comfort, style, and reliability in their mobility solutions. This also includes people with temporary mobility issues or long-term conditions such as arthritis, MS, or injury recovery.
- **Secondary Markets**
 - Adult children purchasing for elderly parents
 - Local authorities and care home providers
 - NHS and occupational therapists recommending mobility aids
 - Private rehabilitation and accessibility services
- **B2B Target:**
 - Independent mobility retailers and specialist stores across the UK
 - E-commerce retailers specialising in mobility aids
 - Regional distributors looking to expand their mobility range

MSB Mobility Scooters are designed with both customer-facing appeal and trade practicality in mind—ensuring high demand at the consumer level and healthy profit margins for retailers.



MARKET ANALYSIS

Continued

▶ Competitive Analysis

The UK market is currently dominated by several well-established brands such as Drive DeVilbiss, Pride Mobility, Invacare, and TGA Mobility. While these companies offer a wide range of products, many retailers have raised concerns about:

- **High wholesale pricing limiting margin potential**
- **Generic designs that do not reflect modern consumer preferences**
- **Inconsistent support or spare parts availability**
- **Minimal product innovation in compact or mid-range categories**

MSB Mobility Scooters is uniquely positioned to address these issues. With full involvement in our design and manufacturing process, we are able to produce high-quality, feature-rich scooters at significantly lower prices—without compromising on performance, durability, or comfort.

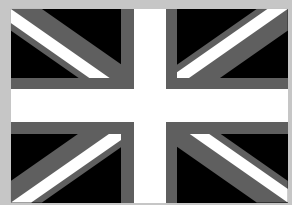
We combine:

- **Modern ergonomic design**
- **UK-informed engineering standards**
- **Strong after-sales support for trade partners**
- **Outstanding battery performance and reliability**

Our business model is focused on partnering with retailers, not competing with them. We offer excellent trade terms, responsive UK-based support, and marketing resources to drive sell-through.

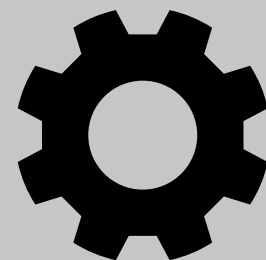


WHY YOU SHOULD PURCHASE



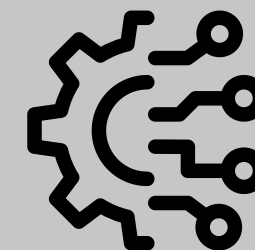
UK Based Company

Our UK Based sales office, parts centre and repair shop partnered with our high street store mean peace of mind and a seamless process every step of the way.



Parts On Hand

We hold our own parts in the UK, enabling a fast and efficient service for repairs, upgrades and maintenance.



Next Level Technology

MSB Mobility Scooters combine advanced technology with sleek, modern design to deliver reliability, ease of use, and standout style. Each model features long-lasting batteries, ergonomic controls, and high-quality suspension for comfort across all terrains.

A SEAMLESS PROCESS



Purchasing stage

Purchase the desired quantity of MSB Mobility Scooters.



Delivery

Fast delivery direct to you.



Full Support

Comprehensive support every step of the way from our UK support teams.



Future Partnership

We work with you to ensure a stable, future partnership - ensuring you have everything you need for re sale in your store.

ROI

Incredible Return

With up to 100% ROI on most models, our scooters offer incredible profit margins

Unmatched Technology

MSB Mobility Scooters present the very latest technology - unmatched at our price points.



RRP

RRP pricing has been carefully planned to ensure maximum ROI for retailers

Offer the best on the market

By offering MSB scooters in your showroom, you are ensuring your company is at the forefront of future Mobility technology.

OUR TECHNOLOGY

Our Factory



The Tech





THE MSB FLEET



TIDAL

The MSB Tidal Mobility Scooter offers exceptional comfort and stability with its 3-wheel design, rugged tyres, and built-in suspension. With a 35-mile range on a full charge, it's perfect for longer trips. It also features an alarm system for added security and practical storage options, including a spacious back box and under-seat compartment, making it ideal for everyday use.



COASTRIDER V1

The CoastRider V1 is a Class 3 mobility scooter, fully street and pavement legal. Designed for both road and footpath use, the CoastRider V1 offers an affordable long-range solution, capable of speeds up to 15 mph (EU) / 8 mph (UK) and a range of up to 45 miles on a single charge.



WAVERUNNER

The MSB Waverunner Mobility Scooter combines sleek, modern design with outstanding performance. Featuring a 3-wheel configuration, it offers an excellent turning radius, making it ideal for navigating tight spaces. With a 35-mile range on a full charge, it's perfect for longer trips, and its alarm system provides added security.



The MSB Waverunner Mobility Scooter combines sleek, modern design with outstanding performance. Featuring a 3-wheel configuration, it offers an excellent turning radius, making it ideal for navigating tight spaces. With a 35-mile range on a full charge, it's perfect for longer trips, and its alarm system provides added security.



maris

The MSB Maris Mobility Scooter is a reliable and comfortable four-wheel scooter designed for enhanced stability and performance. It features a sturdy, adjustable seat for a customized fit and a robust suspension system for a smooth ride on various terrains.



Coastal Cruiser

The MSB Coastal Cruiser Mobility Scooter stands out with its ultra-sleek, modern design and sharp contours. Featuring a 4-wheel setup, it offers both style and exceptional maneuverability. Equipped with LED headlights for improved visibility and a digital display for easy monitoring of speed and battery levels, the Coastal Cruiser is both functional and user-friendly.



SEABREEZE

Introducing the MSB Seabreeze Mobility Scooter, the perfect blend of comfort, style, and reliability. Whether you're navigating the city streets or enjoying a leisurely outing, the Seabreeze offers a smooth and effortless ride with its advanced features. Built with durability in mind, the Seabreeze is designed to support users weighing up to 23 stone, making it a sturdy choice for a wide range of individuals.

FINANCIALS

Coastrider V1, Tidal, Waverunner, Drift R.R.P £1999

Quantity	Price per Scooter
1-3 Units	£1100
3-10 Units	£1050
10+ Units	£1000

Coastal Cruiser, Maris R.R.P £2500

Quantity	Price per Scooter
1-3 Units	£1300
3-10 Units	£1200
10+ Units	£1100

Seabreeze R.R.P £2999

Quantity	Price per Scooter
1-3 Units	£1350
3-10 Units	£1250
10+ Units	£1200

Warranty Information

- All scooters come with a **12-month manufacturer's warranty**.
- Retailers are responsible for any repair work during this period.
- Parts will be shipped **directly from MSB** to the retailer **free of charge**.
- Full **guidance and support** will be provided via our **support teams**.



OUR MANAGEMENT TEAM



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