

# **Sono Motors is a great crowdfunding success**

**Munich, September 12th, 2017.**

The tech-start-up from Munich, Sono Motors, has reached its crowdfunding goal of 1 million Euro, in just a few days. Through the internet platform Seedrs, investors could acquire shares in the company. Because of this rapid success, the company decided to extend the campaign.

On July 27th this year, Sono Motors had presented the Sion at the Munich Technology Center. The innovative electric car integrates solar cells ("viSono") into the body, has a range of 250 km and retails at 16,000 Euro (excluding battery). In addition, the vehicle can be used as mobile power storage and has integrated sharing services. With the Sion, the first real mainstream solar car will go into volume-production.

## **"Sono Motors successful thanks to crowdfunding"**

The first prototypes were developed in close cooperation with supporters from all over the world. In 2016, Sono Motors had acquired more than 850,000 Euro, through a crowdfunding campaign. The founders wanted to follow up on this success. According to CEO, Laurin Hahn, "Without our community, Sono Motors would have never been so successful. The fact that we could reach our goal, in such a short amount of time, shows us, once again, that we are on the right track. The Sion simply meets the Zeitgeist."

In addition, the company could secure the backing of well-known investors, such as Matthias Willenbacher, Franz Böllinger and Marita Hansen.

## **Purchase shares**

The company recently launched a crowdfunding campaign. On the independent [Seedrs](#) platform, registered participants could, for the first time, acquire shares of

Sono Motors. In total, 1.65 percent of the company's shares will be issued in exchange for capital of over 1,000,000 Euro.

Martin Sabbione, CFO of Sono Motors, suggests that "the success of this campaign justifies an expansion of the scope of the initiative on Seedrs". However, according to Sabbione, "this depends on various factors that the company will evaluate, during the immediate term."

"We are very pleased to see our campaign has performed so well. We have collected investments from over 500 investors, from 14 countries within an extremely short period of time," said CFO Martin Sabbione, and continued "the possibility of crowd-financing has great potential for companies like Sono Motors" and adds further "We are innovative in all aspects of business; including the funding of our company."

The acquired funds of the campaign will flow into the vehicle development of the Sion, and first steps of industrialisation.

## **Pre-orders and crowdfunding**

The community-based approach, in all aspects of the business, is one of the core ideals of Sono Motors. From the onset, the idea was to engage as many people as possible to help shape the Sion, i.e. the community of supporters played an active role during important stages of the design and development of the EV.

With the successful crowdfunding campaign, Sono Motors is taking the next leap towards the serial production of the Sion. "The aim of the crowdfunding campaign is to finance the next steps of vehicle development and first steps of industrialisation. Our target is to acquire 5,000 reservations, to strengthen Sono Motors' position vis-à-vis system suppliers" said CFO, Martin Sabbione.

"The crowdfunding campaign in 2016 has shown us what can happen if many people are enthusiastic about an idea. With crowd-investments, we can take the Sion and Sono Motors to the next level. Anyone can help us - whether with 20 or 10,000 Euro", confirmed CEO Laurin Hahn.

Since August 25th, prospective investors could invest in Sono Motors through the platform Seedrs. More information about the registration procedure can be obtained on the website of the platform.

Sono Motors GmbH

T - +49 (0)89 45205818

E - [info@sonomotors.com](mailto:info@sonomotors.com)

W - [sonomotors.com](http://sonomotors.com)

In addition to the crowdfunding campaign, the young company recently launched a test drive tour through Europe. Those interested, can test two Sion prototypes in many cities across Western Europe, e.g. Berlin, Hamburg, Vienna, Brussels, Amsterdam, or Paris. The aim of this tour is to collect 5,000 reservations to start volume production in time. Following company information 2,000 reservations have already been acquired.

All registration information is available on the company's [website](#).

If you would like to register for a press test drive, please do not hesitate to contact us at [press@sonomotors.com](mailto:press@sonomotors.com).

Further information:

[Website](#)

[Facebook](#)

[Twitter](#)

[YouTube video - Crowdfunding](#)

[YouTube video - Test drives Munich](#)

**Press contact:**

Navina Pernsteiner & Julius Zimmer

[press@sonomotors.com](mailto:press@sonomotors.com)