

# micromobility.com

## Micromobility.com Inc Announces Grand Opening of Flagship Store in Soho

September 8, 2023

NEW YORK--(BUSINESS WIRE)--Sep. 8, 2023-- [Micromobility.com](https://www.micromobility.com) Inc, the leading innovator in the micromobility industry and publicly traded under the symbol MCOM on NASDAQ, is thrilled to announce the grand opening of its flagship store in the heart of Soho. This momentous occasion marks a significant milestone for the company as it expands its presence in the thriving micromobility market.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230908842639/en/>



### Exclusive Preview for VIPs, Press, and Mobility Influencers

From September 9th to 15th, [Micromobility.com](https://www.micromobility.com) Inc invites top customers of both Helbiz and Wheels, renowned members of the press, and influential figures in the mobility and micromobility sector to an exclusive preview of the Soho store. Access can be requested by contacting [soho@micromobility.com](mailto:soho@micromobility.com). This special week-long event will provide a unique opportunity to experience the cutting-edge offerings and innovative solutions that [Micromobility.com](https://www.micromobility.com) Inc has to offer.

### Open to the Public Starting September 16th

The store will open its doors to the general public starting Saturday, September 16th, offering a wide range of micromobility products and services, including the latest offerings from Helbiz and Wheels.

Visit [www.micromobility.com](https://www.micromobility.com) (Graphic: Business Wire)

### Giveaway

To celebrate the grand opening, [Micromobility.com](https://www.micromobility.com) Inc will be giving away over 100 subscriptions to New Yorkers, enabling them to explore the city in a more sustainable and efficient way. All details about this special offer and related content will be announced through the official social media channels of Helbiz, Wheels, and [Micromobility.com](https://www.micromobility.com).

### Fashion Week Extravaganza

The grand opening coincides with New York City's Fashion Week, creating a vibrant backdrop for the launch of [Micromobility.com](https://www.micromobility.com) Inc's flagship store. The company will roll out the red carpet to attract members of the press, and all special customers will receive a warm welcome and an exclusive tour of the store. Exciting promotions and offers will be available throughout this period.

### Podcasts and Community Building

[Micromobility.com](https://www.micromobility.com) Inc envisions its Soho store as a hub for micromobility enthusiasts and influencers. The space will host special podcast events, providing a platform for discussions, insights, and interviews with industry experts. This initiative aims to foster a community of micromobility enthusiasts while sharing valuable knowledge with millions of customers worldwide.

"We are tremendously excited about the opening of our flagship store in Soho," said Salvatore Palella, CEO of [Micromobility.com](https://www.micromobility.com) Inc. "This marks a game-changing moment for our company and the micromobility industry as a whole. We look forward to welcoming our valued customers, press partners, and influencers to experience our innovative offerings firsthand."

For more information about the grand opening and updates on [Micromobility.com](https://www.micromobility.com) Inc, please visit <http://www.micromobility.com>.

### About [Micromobility.com](https://www.micromobility.com) Inc

[Micromobility.com](https://www.micromobility.com) Inc is a pioneering force in the micromobility industry, dedicated to creating sustainable and efficient solutions for urban transportation. With a portfolio of innovative brands such as Helbiz and Wheels, [Micromobility.com](https://www.micromobility.com) Inc empowers individuals to navigate urban environments conveniently and eco-consciously.

View source version on [businesswire.com](https://www.businesswire.com): <https://www.businesswire.com/news/home/20230908842639/en/>

For media inquiries:

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

Source: Micromobility.com Inc