

# micromobility.com

## Micromobility.com Celebrates the Resounding Success of SoHo Store Opening and Launches New Brooklyn Service and Delivery Location

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NEW YORK--(BUSINESS WIRE)--Sep. 18, 2023-- [Micromobility.com](https://www.businesswire.com/news/home/20230918958096/en/), a pioneering force in the world of urban mobility solutions, is thrilled to announce the triumphant launch of its SoHo store and the unveiling of a brand new service and delivery location in Brooklyn. This dual achievement marks a significant milestone in the company's mission to revolutionize micromobility in New York City and beyond.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230918958096/en/>



### SoHo Store Opening Ignites Excitement

The grand opening of [Micromobility.com](https://www.micromobility.com)'s flagship store in SoHo, held on September 9th, saw an overwhelming response from the public, enthusiasts, and influencers alike. The store, located at the corner of Broome and West Broadway, offers an immersive experience into the world of micromobility, showcasing a range of cutting-edge urban transportation solutions.

Salvatore Palella, CEO of [Micromobility.com](https://www.micromobility.com), expressed his enthusiasm, saying, "We are thrilled by the incredible turnout and support we received for our SoHo store opening. It's a testament to the growing demand for sustainable and convenient urban mobility options. We're excited to provide New Yorkers with innovative micromobility solutions."

### Introducing Brooklyn Service and Delivery Location

Expanding its footprint in New York City, [Micromobility.com](https://www.micromobility.com) is now introducing its

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first service and delivery location in Brooklyn. This new facility will cater to the growing demand for Wheels bike subscriptions, providing a hassle-free way for New Yorkers to access quality micromobility.

With subscriptions priced at just \$159 per month, users can enjoy the freedom of Wheels bikes with no long-term commitments. And now, thanks to the Brooklyn location, residents across the city can have their Wheels bike delivered to their doorstep for an additional \$75. Alternatively, they can pick up their bike at either the SoHo store or the new Brooklyn service location. "This is a game-changing moment for us," remarked Salvatore Palella. "Our Brooklyn service and delivery location will enable us to extend the reach of micromobility to even more New Yorkers, making it easier and more convenient for them to embrace a sustainable and efficient mode of urban transportation."

### Expanding to New Locations

[Micromobility.com](https://www.micromobility.com) is not stopping here. The company has its sights set on new horizons, with plans to establish flagship stores in other key locations. The company is actively exploring opportunities in the West Coast area, including Los Angeles, the Seattle area, and Miami. These flagship stores will provide users with an even greater opportunity to experience the bikes firsthand before committing to a subscription.

### Stay Tuned for More Surprises

In celebration of these momentous milestones, [Micromobility.com](https://www.micromobility.com) has exciting plans for the weeks ahead. From Monday until the middle of October, the company will be dropping subscriptions and offering surprises to its valued customers. To keep up with all the latest updates, visit [\[www.wheels.co\]](http://www.wheels.co) (<http://www.wheels.co>) for Wheels-specific information and [\[www.micromobility.com\]](http://www.micromobility.com) (<http://www.micromobility.com>) for company information.

### 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.

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For media inquiries:

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

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