**IFA 2025 PR稿**

**NAVEE to Debut New Era of Intelligent Mobility at IFA 2025：**  
**Experience the Brand Evolution, Core Technologies, and Revolutionary Products that Define the Future**

Berlin, Germany – NAVEE, the rapidly emerging leader in intelligent electric mobility, is thrilled to announce its participation at IFA 2025, the world’s leading consumer electronics show, taking place September 5–9 in Berlin. On September 5th at 2:00 PM, NAVEE will unveil its most ambitious transformation yet with a Major Product Launch and Brand Upgrade Conference at Hall 10.2, Booth 101, introducing its new brand philosophy: "No Limits."

With a renewed vision, expanded product ecosystem, and powerful new identity, NAVEE is setting out to redefine what mobility means in a smarter, more connected world.

**Brand Evolution: A New Chapter Begins**

NAVEE is more than a mobility brand—it's a mindset. At IFA 2025, NAVEE reveals its new logo and evolved brand positioning, marking a pivotal moment in its global journey. Sleeker, bolder, and more dynamic, the visual identity represents NAVEE’s evolution:

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| From *smart mobility* to *intelligent lifestyle mobility*  From *accessible technology* to *aspirational design*  From *functional products* to *experiential journeys* |

At the core of this transformation lies a powerful message:

No Limits.  
Born from the question *“What if mobility had no limits?”*, NAVEE exists to challenge convention—to remove the barriers imposed by infrastructure, distance, or complexity. Mobility, for NAVEE, is emotional, cultural, creative. It’s how we move and how we live.

**Engineering with Purpose: Six Core Technologies**

NAVEE’s development begins with a fundamental question: "How can we move better?" Upholding the principle that "Technology is the engine of transformation," the company introduces its foundational technology framework:

* High-efficiency motors
* Smart control algorithms
* Integrated electronic systems
* Fast-charging & long-range batteries
* Structural breakthroughs
* Intelligent connectivity

Designed with empathy, engineered with purpose—these innovations ensure that every product NAVEE creates isn’t just advanced, but meaningful.

**Revolutionary Product Launch: From Urban to All-Terrain, Designed for Everyone**

Following the success of the **ST3 and GT3 series** earlier this year—both certified by **TÜV and UL**, and praised by media and users across Europe—NAVEE is now preparing to unveil a stunning new lineup at IFA 2025.

Get ready for a powerful display of innovation, including:

* XT5 series, premium off-road e-scooters
* ST5 series & GT5 series, upgraded city commute e-scooters
* K100 series, smart e-scooters for kids
* Birdie 3 series, golf push carts
* SP01 & CA01, brand new e-bikes & cargo e-bikes
* SK01, NAVEE’s first electric motorcycle

Each product is built to challenge the status quo—and expand the way the world moves.

Media and public are invited to experience NAVEE’s brand transformation, technological breakthroughs, and product innovations at 14:00 CET, September 5, 2025, in Messe Berlin, Hall 10.2, Booth 101.

**About NAVEE**

Founded in 2021, NAVEE is a global innovator in intelligent electric mobility. With a mission to eliminate mobility boundaries and elevate modern lifestyles, NAVEE integrates cutting-edge engineering with human-centered design. Operating in 60+ countries with €450 million cumulative R&D investment, NAVEE is redefining human mobility across physical, emotional, and creative dimensions.

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| **NAVEE. No Limits.** |