



**Observatoire Europe-Afrique 2030**

## ***Sheet n° 2***

### **Enterprise : Roam**

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Date of creation: 2017  
Sales: n.c  
Head office: Nairobi (Kenya)  
Website: <https://www.roam-electric.com>  
"Opibus changed its name to Roam in April 2022"

## 1. Company sector

Design and manufacture of electric vehicles (buses, motorcycles, 4x4s, etc.).

Roam is a Swedish-Kenyan company, co-founded by Filip Lövström and Mikael Gånge. It was developed as part of a research project at Malmö Technical University, with the mission of bringing electric mobility to emerging markets. This involved rethinking how the technology would be implemented and how it should be delivered.

## 2. Industrial activity in Africa

Roam's flagship model is the dual-battery Roam Air electric motorcycle:

- Range: 140km (70km per battery)
- Payload: 220kg
- Maximum speed: 90km/h
- Acceleration from 0 to 60km/h: 6.9 seconds.
- Base selling price: \$1,500



In July 2023, a new "Roam Air" motorcycle assembly plant was inaugurated in Nairobi.

Country	Products	Nature of local manufacturing activity			
		Assembly	Manufacturing	Packaging	Other activities
Kenya	Motos électriques (« Roam Air »)	x			

In August 2022, Roam Motors and M-Kopa, an African platform for financing connected assets, entered into a partnership to deploy electric motorcycles in Africa.

### 3. Short/medium-term projects in Africa

Roam Motors plans to start an assembly line for an electric bus called "Move", by the end of 2023, in Nairobi. It boasts a range of 360 kilometers and a top speed of 70 km/h, thanks to a 384 kWh battery.



Roam has signed a partnership agreement with Uber to market its products in Ghana, Nigeria, Sierra Leone, Uganda and the Democratic Republic of Congo. Roam will supply 3,000 of its electric motorcycles to Uber, which will put them on the road.

### 4. Sources of information

<https://www.financialafrik.com/2022/08/18/roam-et-m-kopa-sassocient-pour-deployer-des-motos-electriques-en-afrique/>

<https://www.diva-portal.org/smash/get/diva2:1631395/FULLTEXT01.pdf>

### 5. Contacts

<b>Name</b>	<b>Position</b>	<b>Email</b>	<b>Phone</b>
Filip Lövström	CEO and Co-founder		