



Observatoire Europe-Afrique 2030

Data sheet n°2

Enterprise : Roam (Kenya)

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Degree of accuracy of the information contained in the data sheet

Medium

Last update : November 2024

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

The enterprise Roam designs and manufactures electric vehicles (buses, motorcycles, 4WD...).

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 "Roam Air" motorcycle assembly plant was inaugurated in Nairobi, with a capacity of 50 000 motorbikes per year.

Most parts are imported. Nevertheless, at least 14 parts are already produced locally, with the objective of reaching 30 parts in the future. Roam currently has the capacity to design 100% and manufacture 35% of its electric motorcycle in-house. It has a goal to manufacture and assemble as much as 70% of the motorcycle locally over the next three to five years. Roam has prioritized components where local manufacturing capacity already exists, e.g. injection moulding, welding, metal bending and sub-assemblies. Roam is collaborating with 10 local suppliers that currently manufacture ICE motorcycle parts to help them transition to electric motorcycle manufacturing. Since some components such as battery cells and base components (resistors and converters) require high production standards and capital expenditure to set up locally, these will still have to be procured internationally.

One recent challenge has been faulty batteries, which led to a delay in the delivery of electric motorcycles. The batteries were depleted on arrival and inspection revealed that the internal wiring did not meet specifications. For safety purposes, the batteries had to be returned to China for redesign and testing.

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.

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.

Roam Motors has recently started an assembly line for an electric bus called "Move", in Nairobi. It boasts a range of 360 kilometers and a top speed of 70 km/h, thanks to a 384 kWh battery.



3. 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>

<https://www.sustainabilitymea.com/electric-motorcycle-assembly-plant-roam-park-installs-solar-panels-to-power-operations/>

<https://www.businessdailyafrica.com/bd/corporate/shipping-logistics/electric-mobility-firm-roam-steps-up-motorcycle-assembly--4152784>

4. Contacts

Name	Position	Email	Phone
Filip Lövström	CEO and Co-founder		