

swatch® **Xcite**

Product Booklet

design concept for SWATCH by ΔRES

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make your statement - swatch[®] XCITE

The Swatch XCITE Scooter is an exciting, expressionist scooter, produced for the people in the age where Swatch normally loses their customers because the products in their portfolio are perceived as uncool. With our customizable city cruiser, made for urban areas we can catch up with the time and fill the gap that Swatch currently has.

XCITE has a urban, robust appearance in it's design and enables children to grow with it and this in their own unique style. Three main elements of the scooter are interchangeable and colorful as preferred. Furthermore are the grips for the decks are statement pieces, according to the Swatch Identity three categories for such has been chosen:



ILLUSTRATIONS



GEOMETRIC MADNESS



PHOTOXYOU

scooter specifications

anodised aluminium riser handlebar
for more leverage to the riders to control and handling

plastic handlebar guide
Easy way to adjust handlebar height

PU 200mm wide wheels
Create a smooth and cushy riding experience

non-slip rubber handle grips
high quality, non-slip rubber, for comfort and longlasting

aluminium deck / silicon carbide grip
Grips are customisable with preferred artworks

solid deck design
designed to withstands rain

concept colors
the handlebar, the wheels and deck are interchangeable and available in following color schemes:



ideal for	on the go and free time
age range	5-12, 12+
ground	asphalt
max, load	100kg
weights	2.5kg
handlebar height	163 - 195cm

