Moving Life Develops Size Efficient Mobility Scooter, Seeks Investors for Revolutionary Product

The patented ML1 mobility scooter by Moving Life folds to the size of a trolley suitcase, offering convenience to elderly, handicapped users.

Ra’anana, Israel (PRWEB) November 19, 2013 -- Moving Life, founded two years ago by entrepreneurs Nino Ransenberg and Yuval Chomski, has developed a revolutionary mobility scooter for the handicapped and elderly in need of mobility assistance. The ML1 mobility scooter offers its user complete mobility in places that are not accessible to other scooters, such as stairs, escalators, small elevators, or narrow passages, and can be folded within seconds to the size of a trolley suitcase.

Observant of the obstacles handicapped and elderly people face, Ransenberg devised and initiated the development of this unique product after a decade of comparative research. The first mobility scooter developed by Moving Life weighs 25kg (55lbs) and can travel up to 30km (18.6 miles) without recharging its battery. For storage, the owner can fold the vehicle or dismantle it into two parts. When folded, the user can transport it effortlessly just like maneuvering a trolley suitcase on four wheels, or place it in the trunk of a car.

Moving Life intends to bring its product to the international market, particularly the United States, where hundreds of thousands of mobility scooter models are sold annually at prices within the $1,000 - 5,000 range. The cost of the Moving Life scooter will be mid-range at $2,500 for end consumers in the USA, and a slightly higher price in other parts of the world. "The American market encompasses the largest number of orders, therefore U.S. distributors can order larger quantities and reduce prices as a result," says Chomski, adding that this enables the company to develop attractive sales offers through distributors and online.

Entrepreneurs and foreign investors have already invested $4M in Moving Life, situated in Ra'anana Israel, but targeting international markets is key to its growth. "Everything that I did before Moving Life was geared to creating a source of income for me and for hundreds of company employees. This time is different. We are doing more than creating job opportunities; we're making the world a better place by offering a mobility vehicle to those who need it, that will not only serve their needs, but guarantees a proud and enjoyable experience," says Ransenberg.

More information can be found on the company's website: www.movinglife.com.

About Moving Life:
Moving Life was founded in 2011 and develops the mobility scooter exclusively. The staff brings a combined 250 years of experience in engineering, industrial design, electronics and manufacturing to develop the product according to the strictest international standards.

The company has set the goal of building “the world's most comfortable and amazing” mobility scooter, according to CEO Ori Goren. Prior to joining Moving Life, Goren was the director of a technological startup owned by Stanley Black & Decker, and he brings his familiarity in the world of development and manufacturing to Moving Life’s production.

Nino Ransenberg previously founded DSNR Group and sold its online sales activity along with Bezechom,
communications service provider, for $25M. In 2008, he established DMG, an international performance based ad network with a turnover of $100M, which he plans to leverage when starting to market the mobility scooter.
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