



Crafting the Future of Urban Mobility.

The world doesn't need another electric motorcycle.

For decades, motorcycles have been designed around performance, cost, or practicality. As electrification accelerated, most manufacturers simply replaced engines with batteries — the riding experience and emotional connection stayed the same.

Almost none of that growth is built on desire.

Five shifts, converging at once.

Electrification of two-wheel mobility

Cities favouring low-emission vehicles

Consumers choosing design over specs

Growth of premium mobility

Creator economy & cultural influence

*PRESTA is not a motorcycle manufacturer. It is a **premium design company** focused on urban mobility.*

A brand built on restraint and craftsmanship, with a community forming before the first unit ships.

This is a brand company that happens to build motorcycles — not the other way around.

Three reasons this works.

01

Brand First

Building one of the few premium, design-led mobility brands.

02

Category Opportunity

Urban mobility is changing, but emotional products remain scarce.

03

Scalable Ecosystem

Motorcycles are only the first product within a much broader premium ecosystem.

Timeless design. Intelligent technology.

PRESTA draws from the simplicity of classic European mopeds, combined with contemporary minimalism — a continuous silhouette, low centre of gravity, and nothing added that doesn't belong.



Three machines. One philosophy.



Heritage

PRESTA RETRO



Urban

PRESTA 125



The One

PRESTA 49

80M+

ELECTRIC TWO-WHEELERS NOW IN USE WORLDWIDE

Source: MotorCyclesData, 2026

Most of that growth is built on specifications. Almost none of it on desire.

*Not built to reach everyone. Built to be
deeply desired.*

The strongest brands are built through culture, design and emotional
connection — not advertising alone.

Not just a motorcycle company.

01 Motorcycle Sales	02 Smart Helmets & Accessories	03 Apparel
04 Software Services	05 Membership	06 Limited Editions
07 PRESTA House	08 Licensing & Collaborations	

Own your PRESTA at home. Access PRESTA anywhere.

One brand. Four layers of revenue.



The motorcycle is the beginning. The ecosystem is the business.

Community first. Advertising second.

We document the birth of PRESTA rather than advertise a finished product — building trust and demand before the first delivery.

FOUNDING RIDERS · SOCIAL DOCUMENTATION
RESERVATIONS · CROWDFUNDING VALIDATION

FOUNDER & CREATIVE DIRECTOR

Alejandro Aznar

Founder of PRESTA and creator of the company's vision, brand strategy and product concept. With over a decade of leadership experience managing large-scale educational and outdoor programs, Alejandro combines strategic thinking with a deep passion for design, innovation and premium consumer products.

PRESTA was born from his vision to redefine urban mobility through timeless design, intelligent technology and exceptional brand experience.

CURRENT RESPONSIBILITIES

Brand Strategy

Product Vision

Industrial Design Direction

Creative Direction

Business Development

Fundraising

*Currently assembling a **world-class** multidisciplinary team.*

Across engineering, industrial design, software, manufacturing and operations —
partnering with exceptional talent who share the ambition of creating the world's most
desirable urban mobility brand.

€2,500,000

PRE-SEED ROUND

18–24 months runway

35%	Product Development
20%	Software & Technology
15%	Manufacturing Preparation
10%	Brand & Marketing
10%	Operations & Team
5%	Legal & IP
5%	Working Capital

OBJECTIVES

- Build the core team
- Develop fully functional prototypes
- Complete engineering validation
- Secure manufacturing partnerships
- Launch the PRESTA brand
- Build the first community
- Prepare for crowdfunding & initial production

Quality over speed. Every stage earns the next.



P R E S T A

*The next generation of iconic mobility brands will be built on **design**, not horsepower.*

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