

Title: Sophia Flörsch. Europe's most influential female racing driver joins MobilityTech startup NOVUS as "Angel Brand Ambassador".

Intro: The Formula 3 racing driver from the Alpine Academy, Sophia Flörsch, has become an "Angel Brand Ambassador" for the German MobilityTech startup NOVUS. As Europe's most influential female racing driver, she supports the ambitious startup in its mission to define a completely new category – "New-Premium Urban Lightbikes" – in mobility.

Sophia Flörsch, 23, aims to become the first woman in Formula 1. After her heavy crash in Macau in 2018, the Munich racer has fought her way back impressively and has her sights firmly set on Formula 1 again.

Alongside her big mission, Sophia has built up a strong community, sharing regular insights into her life as a racing driver on Instagram (815K followers), LinkedIn, TikTok & YouTube. She now brings this large audience, her deep network in motorsport and the perspective of Generation Z to the German MobilityTech startup NOVUS as an "Angel Ambassador".

With this involvement, she joins a select group of leading experts & personalities from the startup, finance and mobility industries. In addition to Sophia, the recently published "Angel Advisor & Ambassador Board" includes the following well-known personalities:

From the startup scene: Michael Wax, Co-Founder & CEO Forto (Unicorn); Nikolai Schröder, Co-Founder & COO of FINN (€100M Series C, 01/2024); Fabrizio Ugo Scelsi, Co-Founder & CTO of Vay.

Mobility industry representatives: Rupert Stadler, former CEO Audi; Bernd Rosenbichler, former VP Portfolio Strategy BMW & Audi; Cees de Witte, former President, CEO & VP New Balance, GIRO, Bell Sports, GT Bicycles & more; Michael Köhler, Founder & CEO Silent Yachts, the "Tesla of the seas".

From the financial industry: Raymund Bareuther, Senior Vice President Houlihan Lokey.

In the media sector: CREW10, a content creative agency for clients such as Porsche, adidas, Nike and Red Bull, founded by Robin Maeter and Dimitrij Tarasenko.

Sophia is taking on a new role that is not unusual for sportswomen and sportsmen with her involvement. "Starfunding" & "Brand Ambassador" for startups.

New to the startup scene as business angels in recent years are, alongside actors such as Ashton Kutcher and Will Smith, celebrities from basketball, football, tennis and motorsport. The best-known examples are 20-time Grand Slam winner Roger Federer with his successful investment in "On", NBA star LeBron James with a billion-dollar fortune through investments, German football world champion Mario Götze with 20+ tech investments or Formula 1 world champion Nico Rosberg, with his investments in TIER Mobility and the air taxis Lilium & Volocopter, who is also shaping the future of mobility.

Nothing less is the mission of NOVUS.

Started in 2010 as a study project by René Renger & Marcus Weidig, the concept has evolved to create a new mobility category. René, during his time as an interior designer at Volkswagen and successful designs such as the VW Golf 8, the Polo & ID. BUZZ, built a prototype together with Co-Initiator & current Co-CTO Marcus. In 2019, they both took it to CES in Las Vegas. There, they received a purchase enquiry from the office of Tesla CEO Elon Musk, which they both declined. René Renger afterwards founded NOVUS GmbH and has been developing an "Urban Lightbike" with his team and leading Tier 1 automotive suppliers for four years.

With the advisory board, which the founder has designed and built up together with COO Hannes Krieger, NOVUS is expanding its expertise in many relevant areas of a scaleup & mobility OEM.

The strong experience in building successful scaleups that accompanies the NOVUS team on its journey will send a clear signal to VC investors and family offices in addition to the strategic and operational support of the advisors. Hannes Krieger describes the advisory board internally as the "Omni Board, a Y-Combinator-like in-house incubator & future mobility club".

Together with advisors from the automotive industry, including long-time Audi CEO Rupert Stadler, social entrepreneur & former portfolio strategist at BMW Bernd Rosenbichler and micro-mobility expert & multiple startup advisor Cees de Witte, a success strategy for building a leading urban mobility player has been developed. This strategy is the cornerstone for the current financing round, for which a lead investor has already been secured, the key to successful positioning in the urban mobility market and serves as the basis for successful EU certification and preparation for the "Start of Production".

NOVUS strives to deliver more than just electric motorbikes. The goal is to define a new category in urban mobility. It combines the agility and simplicity of e-bikes with the performance of large motorbikes. The first disruptive unisex two-wheeler design.

The iconic Lightbike is therefore as easy to use as an "iPhone on two wheels" and offers non-motorbike riders in particular an intuitive and inspiring introduction to the world of urban light mobility.

René Renger also calls the design "THE APEX OF URBAN COOL".

Technically, the lightweight construction is based on a full carbon monocoque frame, which is inspired by Formula 1. Formula 3 racing driver Sophia Flörsch is very familiar with the powerful performance – up to 400 Nm – of the wheel hub motor positioned on the back wheel. She shares the boundless mindset and visionary goals with the NOVUS team. The Forbes 30 Under 30 listmaker says: "Boundaries are there to be overcome."

Even though the female racer has been passionate about cars since childhood and has never had a similar connection with two-wheelers, the NOVUS bike has convinced her. She says: "I've never been as enthusiastic about motorbikes as I am about cars, especially racing cars. But with NOVUS it was

different. NOVUS for me is something new. It no longer feels like a motorbike just for men, it feels more like an "iPhone on two wheels", like a vehicle from the future in super cool!"

From the perspective of the founder & designer, René Renger, to change an industry and activate a new market, you need new-thinking personalities, a visionary team and a product that really inspires people.

This inspiration has captured Sophia Flörsch and this is exactly what she wants to share especially with women & her young followers.

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