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New Swedish auto maker completes historic crowdfunding campaign - announces intention to 'publish all'

Lund, Sweden – 570 crowd-investors aged 18-85 from 45 countries pledged to invest in electric car startup Uniti Sweden AB in one of Scandinavia's biggest, and one of the world's most diverse, equity crowdfunding campaigns of all time. The team intends to publish the entire journey from prototype to mass production on their new YouTube channel.

Uniti Sweden successfully completed its seed funding round with a global equity-crowdfunding campaign on the Swedish platform FundedByMe that ended on Nov. 19.

"Seeing such a diverse crowd unite around our story was the most rewarding part", says Uniti CEO Lewis Horne. "We feel a great responsibility to deliver the ideal modern city car. We know our cities need something better, and this campaign is a great confirmation that we are on the right track."

The team confirms that they will continue developing the futuristic prototype in Skåne, Southern Sweden, which they plan to unveil in 2017. Albin Wilson and Isak Monrad-Aas, two of the engineers who joined Uniti's team at an early stage, will host a regular 'reveal all' YouTube series showing the development. "It's unprecedented; we want to show what is really going on behind the scenes in this startup, as well as inspire people to create social impact through innovative business models and a good news story for Europe", explains Wilson.

Find the YouTube channel and pilot episode here: www.youtube.com/teamunitiftw

About Uniti

Uniti is an electric city car that is designed to match the needs of the modern urban commuter, with a light and lean construction designed to maximize the benefits of electric car technology. The vehicle includes an industry first, full-screen augmented reality heads up display, and steer-by-wire system, and utilizes sustainable materials in its construction. For more information please search #teamuniti on social media or visit www.unitisweden.com

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