Apple and Audi alumni have made a luxe EV based on the moon buggy



The Amble One is configurable from the start. Rear seats fold flat. A canvas weatherproofing option is coming. A lockable front box will replace the standard basket for urban buyers. Hard doors are not planned, but a second platform—already in design and targeting a 2029 release—will move further toward conventional-car territory, with removable doors, a lower roofline, and a hardtop; it cleverly aims to replace not a family's primary car, but its second car.

That incoming "Amble Two" is clearly the larger bet. "Most families do not need twice that $50,000 BYD or Tesla," Roose says. "The second vehicle for families could be something that is designed for purpose, designed for shorter trips—and that can be much simpler, way more fun, way more open, and also more affordable."

Car brands have models that are trying to crack this market,

too. The 28-mph Citroen Ami with its 46-mile range is a prime example. Stellantis, which owns Citroen, recently announced plans to expand capacity for its supermini electric cars. “This is the beginning of a turning point,” Roose says.

Still, Amble might have a shot. The company apparently has 12 signed clients, over 500 vehicles committed, and more than 10 million euros in signed revenue, according to Roose. Properties including Amangiri in Utah, Mustique Island, Six Senses Les Bordes in the Loire Valley, and Uva’s own Na Praia in Comporta have placed orders. The first hospitality deliveries of the Amble One begin in mid-2027, while consumer preorders for Europe and the US are now open, with deliveries in 2028, starting from $25,000.

“A lot of companies in micromobility start in the urban market and want to compete with everyone, and we all know that this did not work out so far,” Hoenig says. “We’re taking a different approach: build our brand as a premium brand, and then step by step go more into this urban market.”

Could this “luxury” lunar-inspired supermini EV be the ride to get us all to ditch our ICE second car and finally embrace micromobility? The Amble One is a darn sight more appealing a prospect than the contenders that have come before it.

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