

# CAKE Commits to Developing the Kibb, A Semi-Autonomous Electric ATV for Regenerative Farming.



Stockholm, Sweden (December TKTK, 2022) – CAKE, the Swedish maker of premium lightweight, electric motorcycles, will move forward with development of the Kibb, an electric, semi-autonomous, all-terrain four-wheeler designed to handle the unique needs of regenerative farming. The Kibb is designed to handle light agricultural tasks autonomously with minimal impact to delicate ecosystems, and CAKE plans to bring the machine into production by 2025.

Today, the machines employed for farming at scale contribute heavily to global greenhouse gas emissions, and negatively impact the ecosystems we all rely on for healthy food cultivation. With the Kibb, CAKE aims to provide a lower-impact agricultural transport option and support a growing movement toward sustainable farming.

*“Sustainable and responsible farming is vital for healthy ecosystems and we are aiming to make Kibb the number one tool for all future farmers.”* says Stefan Ytterborn, CEO and founder of CAKE.

The Kibb will be a multifunctional battery-powered ATV capable of operating with or without a human driver. The modular body of the Kibb will have different attachment points to allow for compatibility with a wide variety of ATV accessories. It can also act as a mobile power station, providing the farmer with a new best friend to perform the day to day duties associated with regenerative agricultural life. The Kibb will also be able to perform simple tasks autonomously, which will free up time to focus on other farm or ranch related tasks while the Kibb is at work.



To move the Kibb from a concept to a powerful industrial tool by 2025, CAKE will work closely with experienced farmers from a wide set of disciplines including organic farming, permaculture, and regenerative agriculture to address the mechanical challenges they face.

The Kibb electric quad was first conceptualized by Fanny Jonsson, a Swedish transportation designer, during her Masters thesis work at Umeå Institute of Design. Jonsson interned with CAKE’s product design team as part of her thesis in 2022, and harnessed their expertise in product development to render the Kibb electric ATV platform. Since her graduation, CAKE has brought Jonsson onto the brand’s product development team full-time, where she will help bring the Kibb from render to reality.



*“Not only was the result from Fanny’s thesis an incredible achievement, but it was such an impressive reflection of the core CAKE values, that it was impossible to not turn the Kibb into reality,”* continues Stefan Ytterborn, CEO and founder of CAKE.

Jonsson adds, *“When I started to build out the concept, I had real world challenges in mind, and explored heavily where there is the most unlocked potential on the market. Starting from the core CAKE DNA combined with a new vehicle type was truly exciting, and that CAKE started manufacturing this and is giving everyone the opportunity to follow the progress from my renderings and concept to reality is an honor as well as a great tool to take zero emission, regenerative farming to the next level.”*

The Kibb is still in its early development, and in order to make a vehicle that answers to the needs of future farmers, CAKE plans to begin by investigating the problems they face today. The brand welcomes consumers to follow along on the journey of trial and error as CAKE digs deep into the soil at farms around the world leading up to the anticipated release of the Kibb in 2025.

One way or another, all CAKE names derive from the island of Gotland. The Kibb comes from the local ancient language *“Gutniska”* and means ox, representing the strength combined with gentleness and positive impact for biodiversity.

Read more and follow the Kibb journey here: [www.ridecake.com/kibb](http://www.ridecake.com/kibb)



## About CAKE

CAKE is a Swedish maker of premium lightweight, electric motorcycles and mopeds, with a clear mission to inspire towards a zero-emission society, by combining excitement and responsibility. The model range currently consists of three different platforms – the versatile offroader Kalk, the modular utility bike Ösa, and the urban commuter Makka. Thanks to an extensive range of accessories and configurations, CAKE is addressing a wide matrix of users and applications, including commercial use for last-mile delivery and other short-haul urban transportation. Along with numerous awards and recognitions for its design and innovative approach to mobility and other societal challenges, CAKE was identified as one of the world’s most innovative companies by Fast Company in both 2020 and 2021, and received the Time Magazine 100 most important inventions award in 2021.

[www.ridecake.com](http://www.ridecake.com)