

Gandalf Distribution launches Easyride smart electric scooters in the Nordics

Gandalf Distribution AB, part of ELKO Group, a leading Nordic distributor of IT and consumer electronics products, announces the launch of Easyride, a new Nordic electric scooter brand developed to make everyday travel simpler, safer and more enjoyable. Easyride is created by Gandalf Distribution and built in collaboration with NAVEE as manufacturing partner.

The Easyride range will initially be introduced as a co-branding initiative under the label "Powered by NAVEE", with sales starting in early March 2026.

Gandalf Distribution has a long and successful history of supplying the Nordic market with high-quality electric scooters from trusted and established vendors. Through this experience and deep market knowledge, Gandalf Distribution identified a clear opportunity to create a dedicated brand designed specifically to address an underserved segment of the Nordic market. Easyride is the result of this insight – a brand built from the ground up to meet local expectations around safety, usability and regulatory compliance.

Easyride is positioned with a clear Nordic focus on safety, simplicity and smart mobility. The brand targets young riders, while also appealing to parents who want products that offer freedom in everyday life and emphasize responsible use and safe riding. The visual identity and brand messaging framework have been developed together with the external creative agency Spoon.

"We are bringing together NAVEE's proven technology and quality with a Nordic brand experience that puts safety and ease of use first. We look forward to offering retailers a relevant and easy-to-sell range ahead of the spring season."

Jonas Österbacka - Head of Brand Acceleration at Gandalf Distribution AB.

Highlights of the Easyride portfolio include maximum speeds of 20 km/h, up to 25 km range, up to 500 W power for safe and strong urban acceleration, dual braking system, IPX5 water resistance, maintenance-free tyres, interactive display, and app support. Specifications that focus on safety, reliability, and affordability for Nordic customers.

All Easyride models comply with Nordic regulatory requirements and are delivered with a 2-year warranty. For Nordic aftersales service and support, Gandalf Distribution cooperates with Elcare Nordic, with established service processes in Sweden, Norway, Finland and Denmark.

"NAVEE is pleased to work with Gandalf Distribution on the development of the Easyride series. This collaboration is a milestone for our localized strategy in the Nordics, one that leverages the unique strengths of both parties to deliver tailored solutions for local riders."

Sharon Wang - Head of Global Sales & Marketing at NAVEE.

About Easyride and NAVEE

Easyride is a Nordic electric scooter brand focused on safety, simplicity and smart mobility. The brand is created by Gandalf Distribution and developed in close collaboration with NAVEE, a long-standing vendor partner to Gandalf Distribution and an established manufacturer of electric scooters. NAVEE brings proven engineering expertise and production capabilities, while Gandalf Distribution contributes deep Nordic market knowledge, ensuring products that meet local regulations, expectations and riding conditions.

Learn more

- [Instagram](#)
- www.naveetech.com

About Gandalf Distribution

Gandalf Distribution is a Nordic distributor of IT and consumer electronics products. The company was founded in 1984 in Malmö, Sweden, by a group of veterans from the Swedish IT industry, who were also fans of Tolkien's works. Since 2017, Gandalf Distribution has been part of the ELKO Group, and our goal is to be the best distributor for both resellers and vendors operating in the Nordic IT and consumer electronics market.

Learn more

- www.gandalf.se
- [LinkedIn](#)

About ELKO Group

ELKO Group is a leading European distributor of IT and consumer electronics products. The company was founded in 1993 in Riga, Latvia, by four young IT students and has since grown into an international player with subsidiaries in several countries, including the Nordic region and Central Europe. ELKO Group operates in 14 European countries and employs more than 1,100 people.

Learn more

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