

# Yo-Mobile Launch Delayed

By [The Moscow Times](#)

September 03, 2012

**The**  **Moscow Times**

Automaker Yo-auto has postponed the launch of its Yo-Mobile plant from the second half of 2012 to late 2014 or early 2015, said Yo-auto's chief executive Andrei Biryukov, who is leaving the company but will continue to participate in the project as an investor, Interfax reported.

Yo-auto is a joint venture between Mikhail Prokhorov's Onexim Group and Yarovit Motors.

Biryukov attributed the delay to problems with a U.S. subcontractor manufacturing the body for the Yo-Mobile car model.

The Yo-Mobile hybrid electric car has attracted widespread public attention. Its catchy name has been used as a marketing technique, while the model is hailed by some observers as a rare example of innovation in Russia and criticized by others for presumed design flaws.

*(MT)*

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