

**Zoov, the European electric bike-sharing service that perfectly integrates into urban areas, has announced its launch in Paris-Saclay in September 2019 following a successful trial.**



**Vanves and Paris-Saclay, 26 July 2019: Between January and July 2019, Zoov, a start-up co-founded by Eric Carreel, Arnaud Le Rodallec and Amira Haberah, trialled its electric bike-sharing service with ultra-compact stations in Paris-Saclay, in partnership with local towns, businesses and higher education institutions in the region. With over 20,000km travelled, Zoov has released the exciting results of the trial and the details of its opening to the general public, which will initially involve the deployment of 500 electric bikes between now and the end of 2019 and 1,500 additional bikes in 2020.**

### **Thousands of residents, students and workers who want nothing more than to ride a bike**

In total, nearly 5,000 people applied to test out Zoov's electric bike-sharing service in Paris-Saclay. The profiles attracted by the service varied, although workers and students were strongly represented (64% and 30% of candidates respectively).

“We were perfectly aware that there was high demand amongst residents, which is why we wanted to offer the trial Zoov electric bike-sharing service in addition to our

continuous efforts to ensure the safety of cyclists on the roads," explains Michel Bournat, Mayor of Gif-sur-Yvette and Chairman of the Paris-Saclay Council.

While Paris-Saclay residents, workers and students are very keen to use bicycles for their daily commutes – particularly for environmental and health reasons – what is stopping them from doing so? At the beginning of the trial, interviewees cited not being able to store a bicycle safely at home or at work (31%), excessive travel distances (26%) and a lack of physical fitness (17%) as the main reasons. **This reinforces Zoov's belief that an electric bike-sharing service is the best way to achieve a mass transition from car to bike.**



Areas of operation for Zoov's electric bike-sharing service during the trial

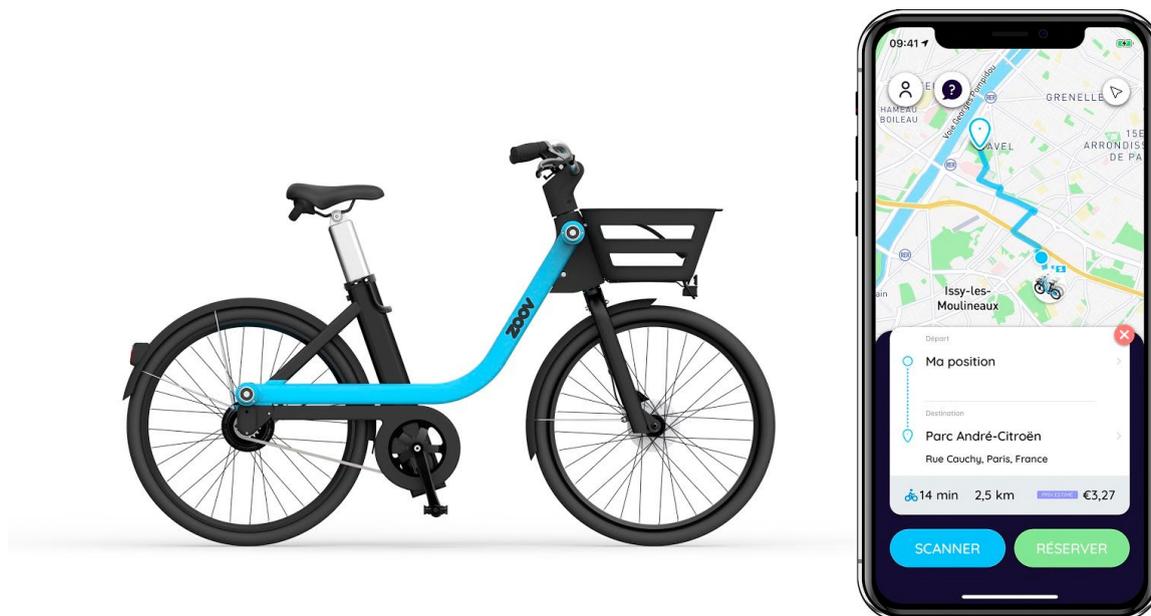
During the service's six-month trial, 340 people selected from local towns, companies and higher education institutions in the region (listed in full at the end of press release) had unlimited use of Zoov's shared electric bikes free of charge. In order to organise bicycle parking and reduce congestion in public areas, 14 ultra-compact stations were installed in high-traffic areas (such as train stations, company headquarters and campuses). In areas without stations, users were able to park their Zoov bike outside without restricting other users.

## Don't knock a Zoov electric bike until you've tried it

After a six-month trial period for the first version of the service, nine out of ten journeys made using a Zoov shared electric bike were deemed a positive experience, and 80% of testers reported that they would recommend Zoov to friends and family.

“We are happy that the service has been embraced so quickly. Above all, we wanted to trial the service and improve it before launching it commercially. Thanks to the feedback from testers, the first improvements ranging from smartphone support to in-app functionality were implemented as early as the trial phase. The main demands of the testers regarding the bike and the app will be implemented from September onwards,” says Arnaud Le Rodallec, Co-founder and Managing Director of Zoov.

In terms of satisfaction, testers praise the comfort, operability and robustness of the bicycles, as well as the easy-to-use mobile app. The key improvements that users can benefit from straight away are a longer battery life (up to 50 kilometres), more powerful electrical assistance allowing them to travel around without any difficulty, as well as new features in the app (such as adding favourite addresses and positioning the destination on the map).



Freedom, uphill power and an improved app are the pleasant surprises that await users of Zoov in Paris-Saclay

For the testers, Zoov was mainly used as the sole means of transport (54%), or in addition to public transport (25%), with journeys being an average of 3.5 kilometres. In particular, one of the changes in habit observed among users of the service is that Zoov's shared electric bikes are primarily used instead of a car (35%) and bus (35%).

As one user testifies, the roll-out of the service also has a direct impact on the usage – and the associated distribution of passenger traffic – of train stations: “Without Zoov, I only use Massy-Palaiseau or Le Guichet stations. But with Zoov, I can use any station between Massy-Palaiseau and Le Guichet.”

## **Companies play an important role in changing how people travel**

“We are confident that electric bikes will become the preferred method of transport for commuters in urban areas and the outskirts. If we could convert the millions of yearly journeys under 10 kilometres made by car into journeys made by bike, we would all be better off,” explains Amira Haberah, Co-founder and Sales and Marketing Director of Zoov.

In Paris-Saclay, the attraction of using electric bikes to travel to and from work is obvious, so much so that 92% of Zoov service testers want their company or school to install one or more Zoov stations on a permanent basis.

Amira Haberah adds: “The motivation is there. Now, we’re offering institutions to get involved in the movement by making stations available to their employees and students, and reimbursing all or part of the trips made by electric bike.”



Zoov Station in front of Thales Research & Technology premises in Palaiseau

For the large majority of testers (88%), a financial contribution from their employer would greatly encourage them to sign up to Zoov’s shared electric bike scheme and change the way they travel for good.



Zoov is proud to have gained the support of Danone, Thales Research & Technology, French aerospace research centre ONERA, and Université Paris-Sud, whose happy employees and students will be able to use stations as soon as the service rolls out in September. Bénédicte Fighiera, Director of the ONERA Palaiseau site, says: “We support Zoov, which will make it easy for our employees to get around the Plateau de Saclay area. Improving the smoothness of journeys is essential for making our establishments attractive.” Many more partners will be announced in the coming weeks.

As well as the vital involvement of establishments, the trial confirmed that the quality of infrastructure remains the main source of worry when travelling by bike, and Zoov encourages the community to continue its efforts to develop cycling infrastructure in Paris-Saclay.

## **Deployment of 500 bicycles and approximately 40 stations from September 2019**

Fully satisfied with the appeal of the Paris-Saclay metropolitan area for its service, Zoov naturally decided to proceed with the venture with the support of the very first partner towns, companies and schools.

From September, 500 shared electric bikes will gradually be made available in an area covering the towns of Massy, Palaiseau, Villebon-sur-Yvette, Igny, Vauhallan, Saclay, Saint-Aubin, Orsay, Bures-sur-Yvette, Gif-sur-Yvette and Les Ulis. Discussions are also underway to extend the service’s usage area to Vélizy, Saint-Quentin-en-Yvelines, Antony and Orly in 2020, and to offer the first inter-town shared mobility service in the Île-de-France region.

“In order to manage the parking of our shared electric bikes, and with the help of the towns, we have identified about 40 locations where ultra-compact Zoov stations will be installed. They will be installed in areas such as Massy-Palaiseau, Villebon-sur-Yvette and Saclay Val d’Albion train stations, and it will be extremely easy to find a Zoov bike throughout this area.” explains Amira Haberah.

The company plans to double its workforce at its Courtaboeuf site in order to ensure the highest quality of service to users.

It’s in its initial stages and Zoov is already anticipating that it will expand its fleet of electric bikes by early 2020. “We want to be a huge part of changing how people travel in France. And to do that, we’re ready to deploy all the shared electric bikes that locals, workers and students need,” says Amira Haberah.

Pending the implementation of a monthly subscription offer for unlimited use of the service, which is scheduled for early 2020, after each journey users of the service will be charged at the rate of €1 plus €0.15 per minute. For companies installing stations outside their premises, Zoov offers a preferential rate of €2 per 20 minutes.



"This trial was an important step in Zoov's development. It has confirmed the value of offering a space-saving and publicly funded electric bike-sharing service in peri-urban areas and opens the door to Zoov's establishment in many other French cities over the coming months," concludes Eric Carreel, Co-founder and President of Zoov.

**The roll out of Zoov's electric bike-sharing service in Paris-Saclay is scheduled for September**

**[Sign up on Zoov's website](#) to be the first to receive news about the launch.**

**About Zoov**

Founded in 2017 by Eric Carreel, Arnaud Le Rodallec and Amira Haberah, Zoov is the electric bike-sharing service for getting about easily and safely. It fits in with the city perfectly thanks to light, ultra-compact stations in the densest areas. Zoov has been trialed in Paris-Saclay, a hub for research and innovation, for six months and will be launched commercially from September 2019. The company, which raised €6 million in January 2019, will also launch its service in a second town in France later this year.

**For more information about Zoov: [www.zoov.eu](http://www.zoov.eu)**

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