

European Mobility Week: Launch of Zoov's self-service electric bike-sharing network in the Bordeaux area



Vanves and Bordeaux, 16 September 2019: As part of European Mobility Week, the self-service electric bicycle start-up Zoov, already operational in the south of Greater Paris, announces its launch in and around Bordeaux. The service will open to the general public later this autumn, at the end of the exclusivity period granted to four organisations from the region. Around 100 employees from Groupe Pichet, Enedis, CHU de Bordeaux (Haut-Lévêque) and Centre Hospitalier Charles Perrens will be able to use the service for a month, before the gradual roll-out of 500 self-service electric bikes.

The last mile is a real issue for organisations in and around Bordeaux

Already up and running in Paris-Saclay, Zoov aims to facilitate mobility throughout the Bordeaux metropolitan area, including areas not served by current providers, which are also the ones most in need of alternatives to private cars. *“Many companies located in the inner suburbs of Bordeaux have told us about their employees’ frustration at congestion and the distance between their workplace and the nearest public transport or self-service bicycles,”* explains Amira Haberah, Co-founder and Zoov Sales and Marketing Director.



Based in Pessac, Groupe Pichet, whose employees are among the first users of Zoov, has already rolled out a short-distance car sharing service and sees the electric bike as a future solution for improving its employees' mobility. Raphaël Cartron, Director of Working Environment and Purchasing at Groupe Pichet, explains: *"This first CSR initiative [short-distance car sharing] has really gained the interest of employees, who, today, are constantly pushing for alternative mobility solutions. They are now eager to test and confirm the added value electric bikes bring to their commutes in order to save money, increase their comfort and well-being, reduce their carbon footprint and improve their quality of life at work."*

Confirm the appeal of electric bikes for commuting

During the exclusivity period, employees of the four participating organisations will be able to borrow an electric bike at any time of the day using the Zoov smartphone app. The majority live less than 10 kilometres from their workplace and can easily go door-to-door thanks to the 45-kilometre range delivered by Zoov self-service electric bikes.

Within the Enedis Group, based in Mérignac, there is also a high level of demand for new mobility solutions: *"We can see there is real interest from employees in getting around by electric bikes. They want to try it out before taking the leap and buying one or subscribing to a self-service offer such as Zoov,"* explains Xavier Salon, Communications Director for Enedis Aquitaine Nord.

To begin with, users will be able to travel around freely in an area covering Bordeaux, Bègles, Talence, Pessac and Mérignac, before the service opens up to the general public and the other towns neighbouring Bordeaux and on the right bank of the Garonne river this autumn.

Yohan Dubedout, Deputy Director of Centre Hospitalier Charles Perrens, explains the organisation's reasons for using Zoov self-service electric bikes: *"The aim of the CH Charles Perrens mobility plan is to develop mobility alternatives to the use of personal vehicles. Zoov offers us an additional solution to the current means our workers use for getting around. Furthermore, our location [city centre] and the forthcoming restrictions on free parking on public roads require us to find alternatives to using our cars."*



Zoov electric bikes can be unlocked via a mobile app that also offers GPS guidance along the way and a full end-of-journey summary.

Entering the destination gives the user an estimate of the journey time and price. Once the bike has been unlocked by scanning the bike's QR code, the GPS guidance system allows users to safely get to their destination, along the most cycle-friendly route. Once at the destination, the user parks their Zoov in one of the ultra-compact stations in the area or away from a station, in an area authorised by the city, before ending the journey with a single click.

Ultra-compact stations installed in high-density areas and right outside organisations' premises

One of Zoov's key beliefs is that shared mobility services must integrate considerably and seamlessly with public roads, without creating disorder. *"We fully adhere to the Bordeaux metropolitan area's requirements regarding the supervision of free-floating services. Better still, we offer light stations that make it possible to form a local network in just a few weeks,"* explains Eric Carreel, Co-founder and Chairman of Zoov.



A Zoov station can be installed in 30 minutes and can accommodate up to 15 electric bikes

Two patent applications have been made for the Zoov station, which works on the same principle as supermarket trolleys. Once a bike is parked in one of the arch-shaped terminals, it serves as a station for a new bike.

Zoov is currently in discussions with many companies to install stations in front of their premises, and to make electric bikes the preferred means of transport for commuting. At the CHU of Bordeaux, promoting other means of transportation than individual cars is aimed at all populations: “The CHU of Bordeaux is looking to improve the hospital’s accessibility for patients, professionals and students.” explains Gaëlle de Surgy, Deputy secretary of the CHU of Bordeaux.

“Mobility is one of the services companies have to provide to their employees and ultimately we want to supply all companies with one or more Zoov stations. With the news of soaring sales of electric cars (1), converting car-driving employees to bikes will also enable businesses to reduce the cost of installing electric terminals,” says Arnaud Le Rodallec, Co-founder and CEO of Zoov.

Zoov will open its self-service electric bike network to the general public later this autumn and roll out 500 bikes by the end of the year.

(1) Sales of electric cars are predicted to reach 25 million units by 2020 and to account for 22.4% of total car sales (source: Frost & Sullivan, 2018)



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 will be operational in the south of Greater Paris and in the Bordeaux area from Fall 2019.

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