

VÉLIGO LOCATION

NOVEMBER 2019

Véligo
Location

Un service
île de France
mobilités

WHAT IS VÉLIGO LOCATION ?

A new service launched on 11 September 2019

Provision of 10,000 long term electric bike rental system

- Open to everyone
- But with preferential targets : car and motorised two-wheelers

Possible extension to **20 000 e-bikes** + 500 cargo-bikes

Use of a public service concession

WHAT IS VÉLIGO LOCATION ?

Connected e-bike

Tracker GPS / GSM integrated in each bike: for easier maintenance and guided bicycle infrastructure planning

Robust design

Focus: two operations of preventive maintenance each year



Identification

Need to be easily recognized

A universal e-bike

Available to the greatest number of people (size)
Autonomy: 70 km

WHAT IS VÉLIGO LOCATION ?

The opportunity to test-drive and find out what riding an e-bike is all about

- Rent a Véligo e-bike for 6 months
- For €40 a month you get the standard bike equipment, maintenance & repair services, and the Véligo Location app

Who is Veligo Location for ?

- Anyone living in the Greater Paris region, whether you are French or a foreigner
- You must be resident or have a job in Île-de-France region

HOW DO I SIGN UP FOR VÉLIGO LOCATION ?

Go to the website: www.veligo-location.fr

1/ Create your Véligo account

2/ Subscribe and choose your options

- Helmet, child seat, bike bag, additional battery charger, standard
- Optional training during which you will be learnt the rules and will get tips for safe riding
- Insurance (with 2 options : « damage waiver » included or not)

3/ Choose the delivery

- 250 rental locations to pick-up the e-bike or choose a delivery (home, office, ...) with additional costs



Chargeur de batterie supplémentaire

Chargeur secteur de batterie 24W, adapté à votre Véligo Location, idéal en complément du chargeur standard pour recharger son vélo sur son lieu de travail.

3,00€ /mois



WHAT HAPPENS DURING MY RENTAL ?

1/ If my e-bike breaks down > depending on the repair, it can be performed:

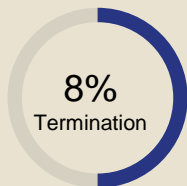
- at an approved maintenance location (thanks to a partnership with bike shops – around 50 currently)
- or at the location of your choice, through our mobile maintenance service.

2/ To allow commuters to easily park their bike near train stations, Île-de-France Mobilités has been developing Véligo Parking spaces across the region (two types):

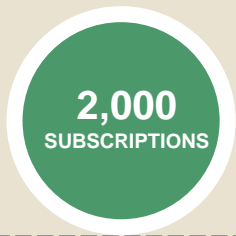
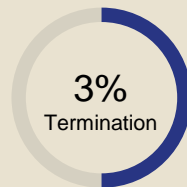
- Either sheltered, open-access spaces with a 3-point bike-locking system for added security.
- Or closed spaces that require a Navigo pass. The annual fee is €30 max.

FOCUS ON MAIN FIRST DATA – 4/10/2019

GOALS

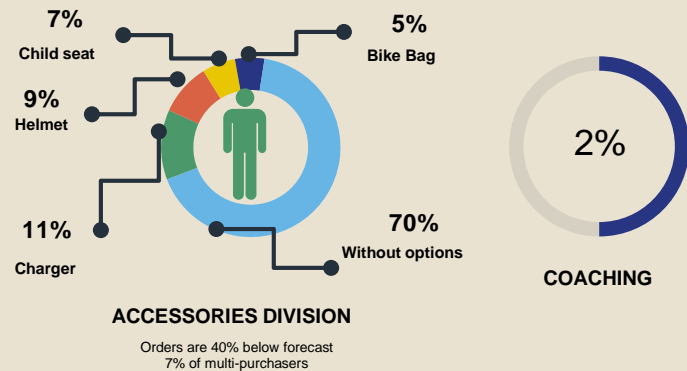
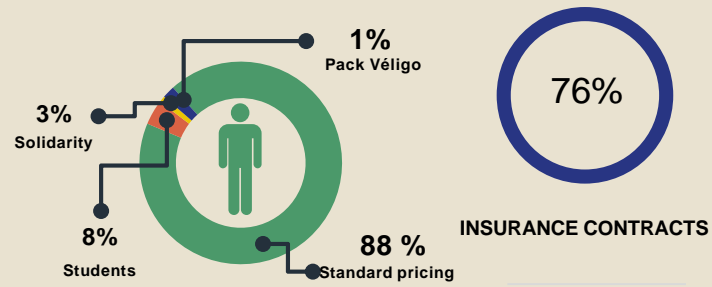
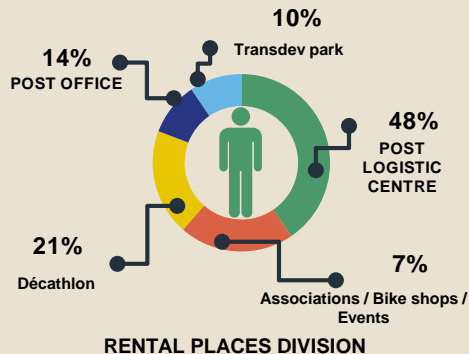


REALISED

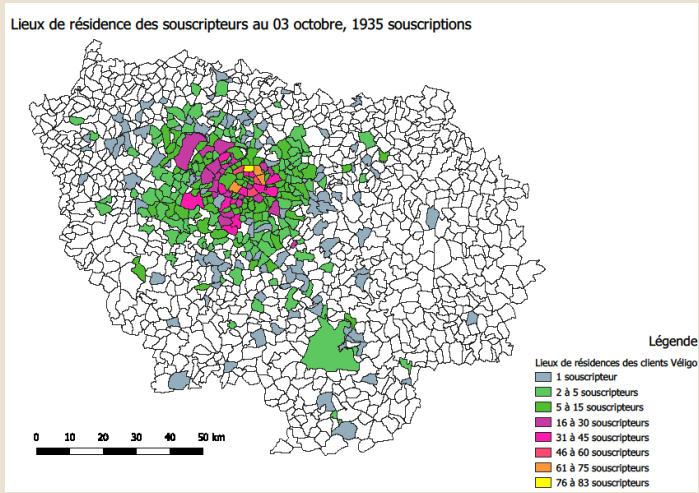


Number of deliveries

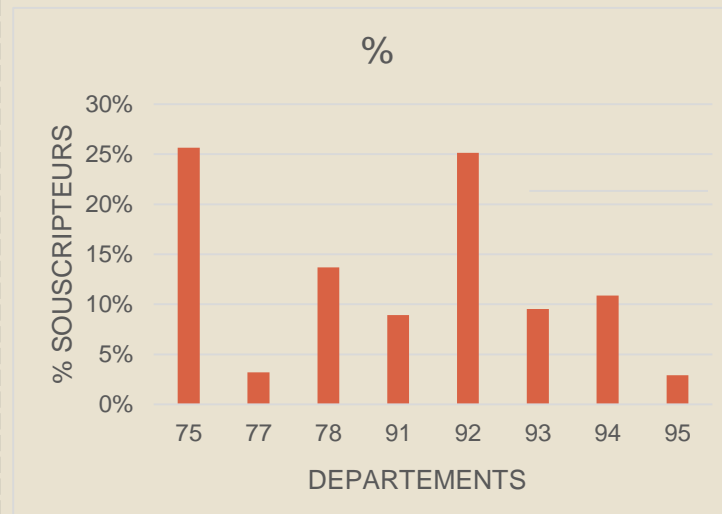
+ 30 charged home deliveries
+ 516 uncharged home deliveries



FOCUS ON MAIN FIRST DATA – 4/10/2019



55% MALE



74% in suburbs vs 26% in Paris

Chatbot

- 2,000 conversations
- 3,2 messages on average (+++ detailed conversation, average 4 messages)

Call Centre

- 6,400 conversations
- DMT 00:04:24
- 2/3 with incoming calls

AND AFTER LOCATION?

Subsidies to buy an e-bike or cargo-bike (February 2020)

- 500 € / person
- Max. of 50% of the bike's price

Web platform (link to a regional MaaS system) to inform ... (End of 2020)

- Solutions of private leasing
- Repair shops location
- Coaching location
- ...

Thank you for your attention!



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