

# Preparing for the Day After

## How Micromobility Can Get Communities Moving Past COVID-19

**Fabian Ladda**

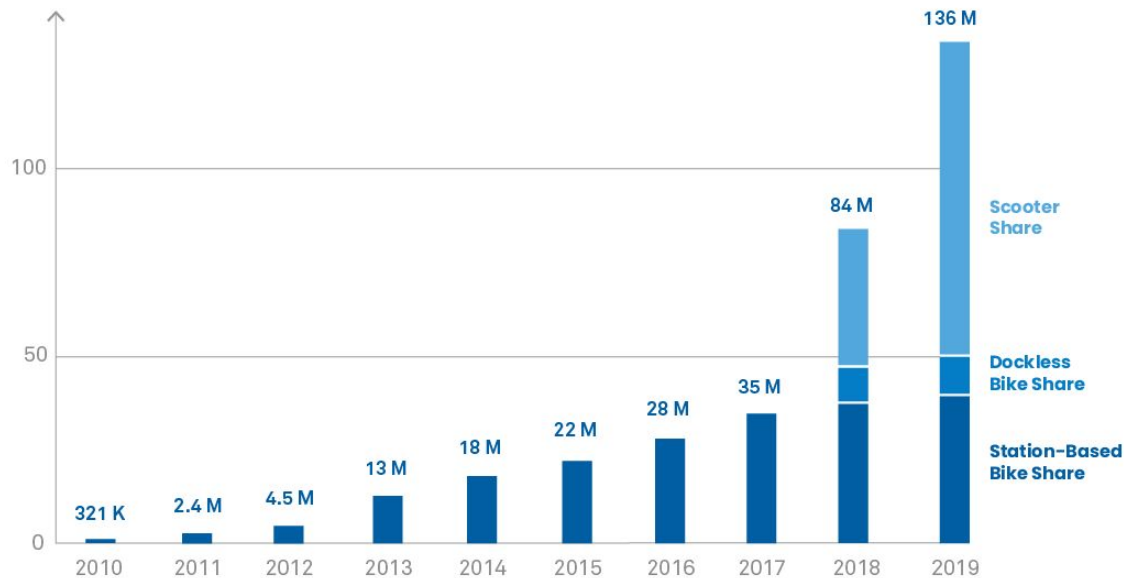
Director Public Policy  
Lime



NACTO shows that shared micromobility has grown over 400x in the past 10 years, and scooters have accelerated this growth.

SHARED MICROMOBILITY RIDERSHIP GROWTH FROM 2010–2019,  
IN MILLIONS OF TRIPS

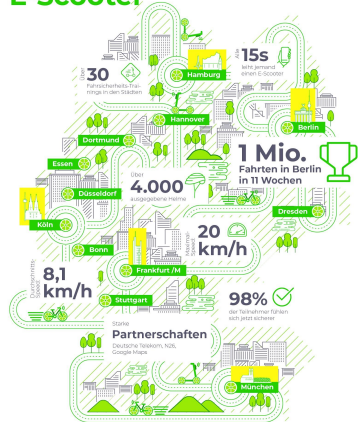
Source: NACTO



# Micromobility is growing fast in Europe

## Berlin:

### Hauptstadt der E-Scooter



Lime ist in Warschau.

21. Juni um 19:49 · Warschau, Polen · 🌐

Lime celebrated its 1,000,000th electric scooter ride Warsaw earlier this week! Local team members were on hand to capture the moment and say thank you to the millionth rider Aleksandra, a young professional who uses Lime to help run errands for work.

#UnlockLife



LI.ME  
Poland Moves Away From Car Ownership As Lime Tops 1M Scooter Rides In Warsaw

**1 Mio rides in Berlin in 11 weeks**

**1 Mio rides in Warsaw**

Lime @limebike · 3. Juli

With 1 million rides in Brussels, we're excited to announce our new partnership with the @Vias\_institute to promote mobility and scooter safety on the roads!



Scooters In Brussels: Lime Passes 1 Million Rides, Partners With VIAS Safety Institute

li.me

6

5

13

**1 Mio rides in Brussels**

2nd STREET

Lime



## Parisians Took 1,000,000 Electric Scooter Rides In Just 120 Days

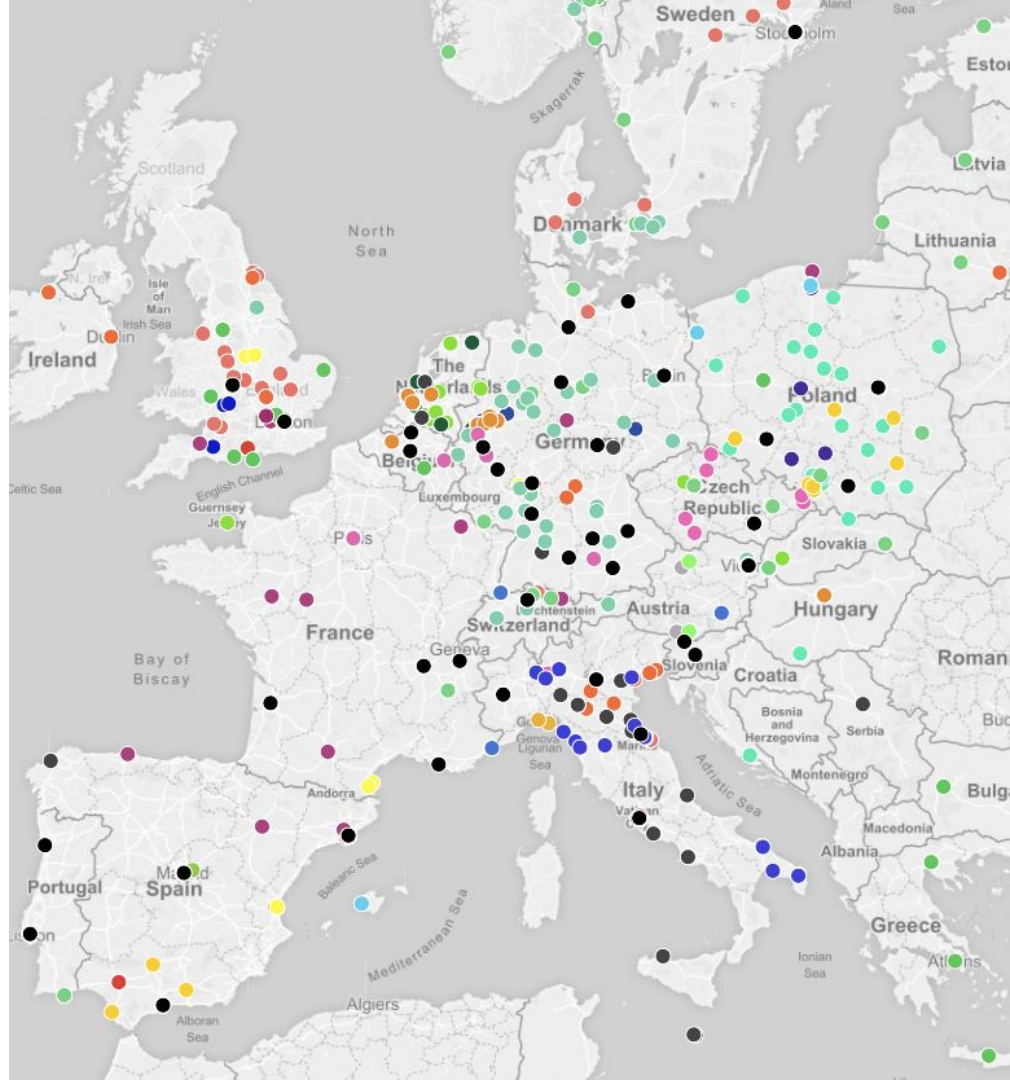
Cities | November 1, 2018



**2 Mio rides in Paris in 120 days**

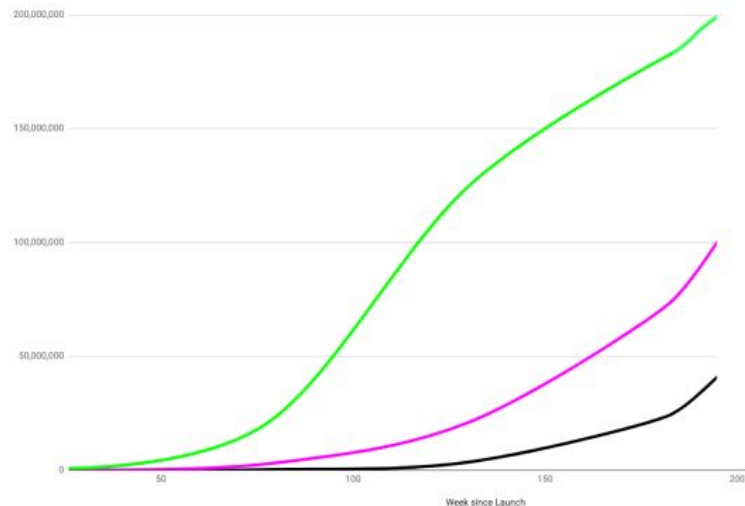
**Around 750 dockless  
micromobility  
systems in Europe**

**+ 1/2 scooter-based**





# FASTEST TO 200 MILLION RIDES



Lime



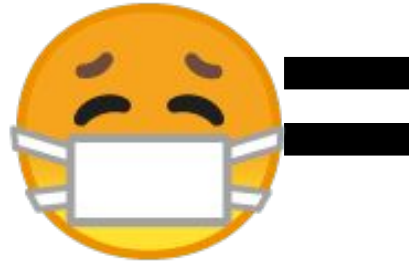
Lyft



Uber







**Safe**

**Socially-distant**

**Open-air travel**





**Bikes**



**Scooters**

**BBC** Sign in News Sport Reel Worklife Travel Future

# NEWS

Home Video World **UK** Business Tech Science Stories Entertainment & Arts

**UK** England N. Ireland Scotland Wales Politics

## Rental e-scooters to be made legal on roads in Great Britain from Saturday

Subscribe →

# The Guardian

News Opinion Sport Culture Lifestyle



**Transport policy**

## Legalise e-scooters in UK as alternative to short car trips, MPs say

# New York City legalizes electric bikes and scooters, will create e-scooter pilot program

By Tina Bellon

2 MIN READ



“It couldn’t come at a better time during this Covid era,” Councilman Fernando Cabrera, who sponsored the measure, said in a recent interview. “The world is recognizing that we have a new, alternative mode of transportation. For essential workers especially, they’re going to feel more comfortable now.”

#Bellissima! Die Stadt Rom hat die Zeichen der Zeit erkannt und erlaubt bis zu 16.000 #EScootern. Aufgrund von Corona wurde der Start der E-Scooter vorgezogen, um zu verhindern, dass die Menschen in den privaten PKW flüchten #Verkehrswende #Weitsicht



**Virginia Raggi** ✓ @virginiaraggi · 30. Mai

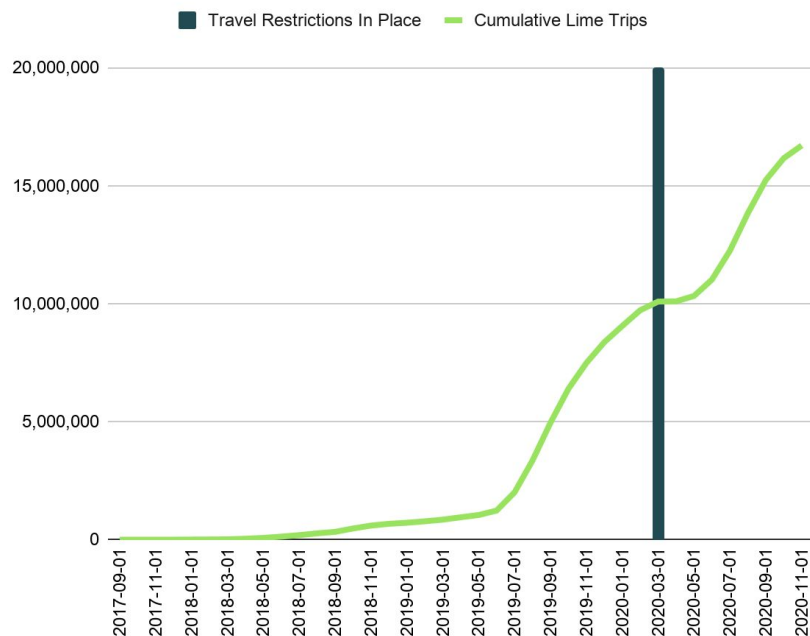
Oggi abbiamo presentato a Roma il nuovo servizio di sharing di @limebike. Altri 1.000 monopattini elettrici saranno a disposizione di cittadini e turisti: [bit.ly/3ewS83K](https://bit.ly/3ewS83K)



# Lime Growth During COVID

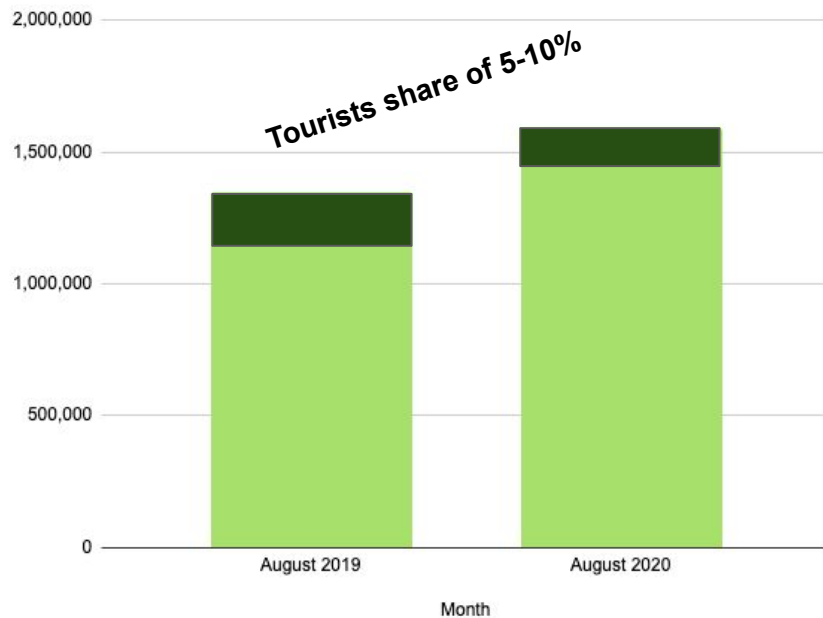
## Lime Growth

Berlin, Cologne, Dresden, Dusseldorf, Frankfurt, Hamburg, Munich, Vienna, and



## Lime Trip Growth Before COVID and During COVID

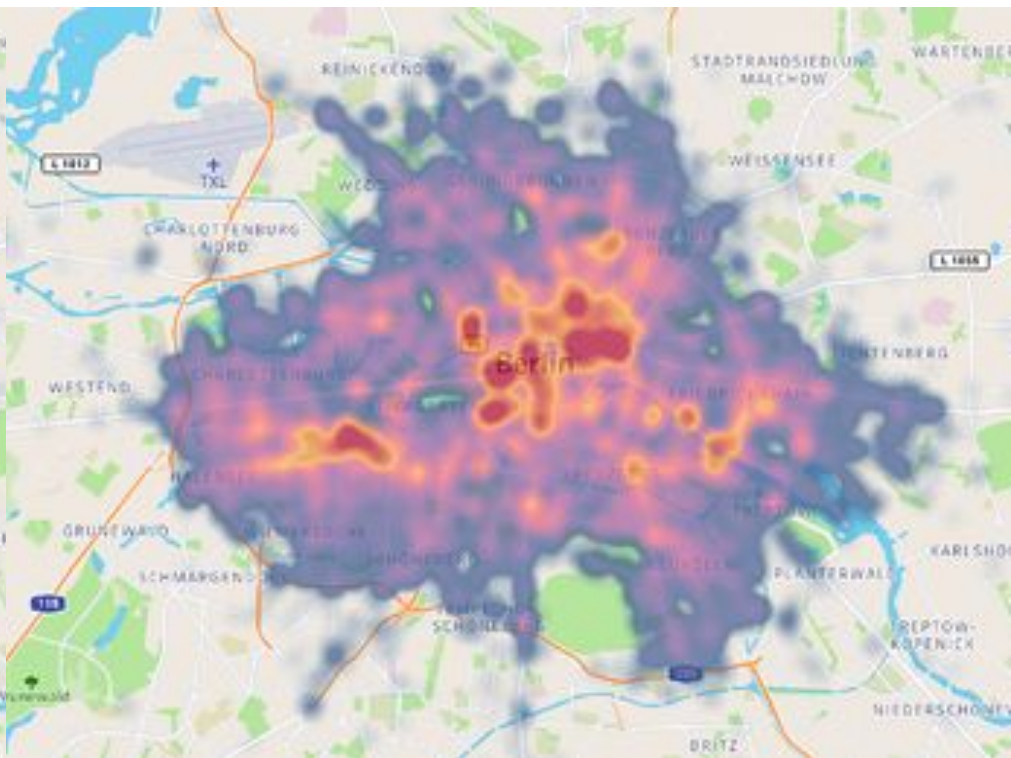
Berlin, Cologne, Dresden, Dusseldorf, Frankfurt, Hamburg, Munich, Vienna, and Zurich







**July 2019**



**July 2020**

[Air Pollution](#) | [COVID-19](#) | [Global Health](#)

# We must prevent a post-COVID 'carmageddon'. Here's how



How can we create cleaner, more open and safer streets for our children to play in? Image: REUTERS/Alberto Lingria



Press release

12 Nov 2020 | London, GB

# Millennials to lead COVID-induced car ownership boom - EY survey

- **Nearly a third (31%) of people without a car intend to buy one in the next six months, 45% of those will be millennials**
- **Only 6% seek a purely electric vehicle**
- **Public transport use for work travel declined by 69% from pre-pandemic levels**

Millennials (24-39 years-old) are expected to lead a car ownership boom in the coming six months across the globe, representing 45% of all first-time car owners according to the results of the 2020 EY Mobility Consumer Index, which surveyed more than 3,300 consumers across nine countries.

Press contact



EY Global



# Lime riders in Germany

**38 Years**

Average age

**25-33%**

Complement public transit

**+45 Years**

$\frac{1}{4}$  of our riders

**21-33%**

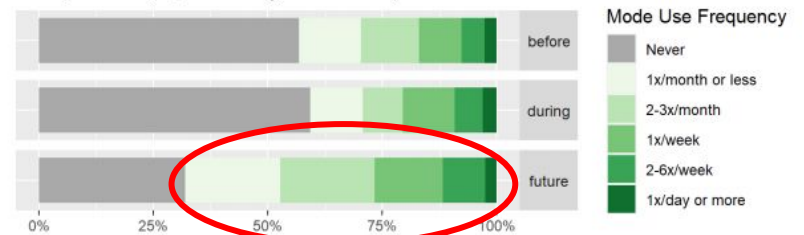
Replace a car trip



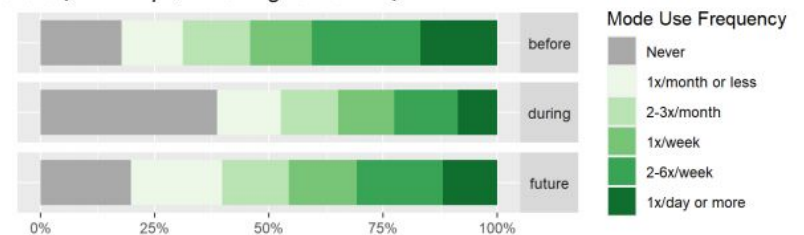
Lime conducted a survey of the general public to understand perceptions of travel before, during, and after COVID

Post-covid respondents expect to return to normal travel patterns in transit, BUT and **increase use of micromobility**

Typical use frequency of shared scooters before, during COVID-19, and in the future (for all trips, including recreation)



Typical use frequency of public transit before, during COVID-19, and in the future (for all trips, including recreation)

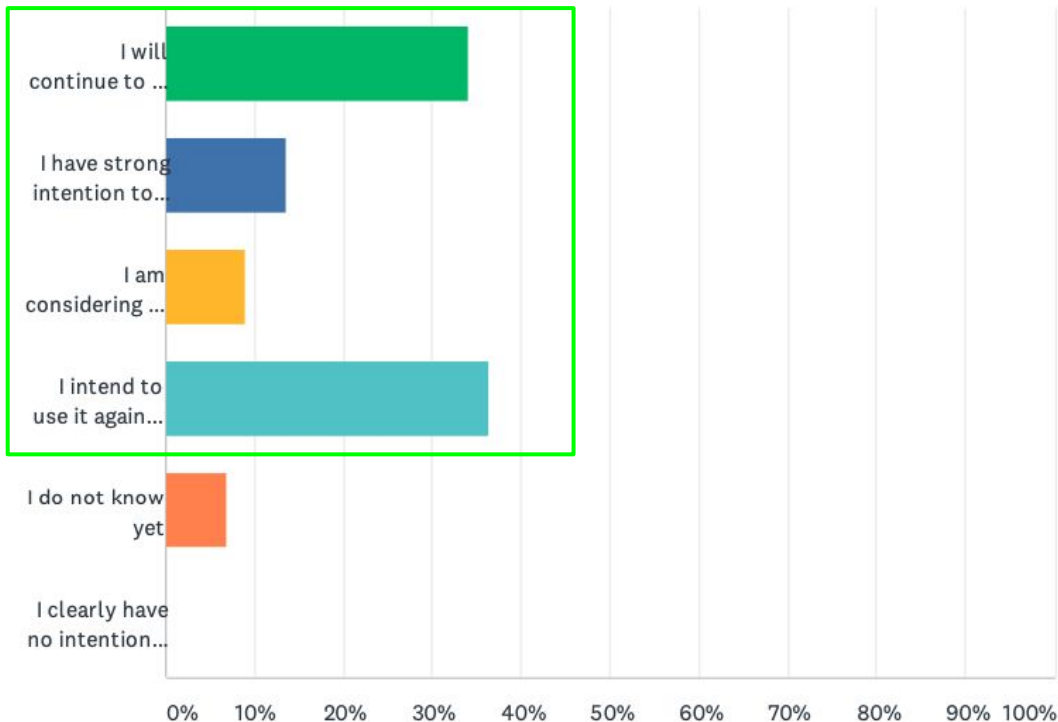


# Micromobility after COVID-19



**Question:** Can you please indicate your indication to travel with scooters post-COVID19

**Majority of respondents indicating to continue using scooters post-COVID19**

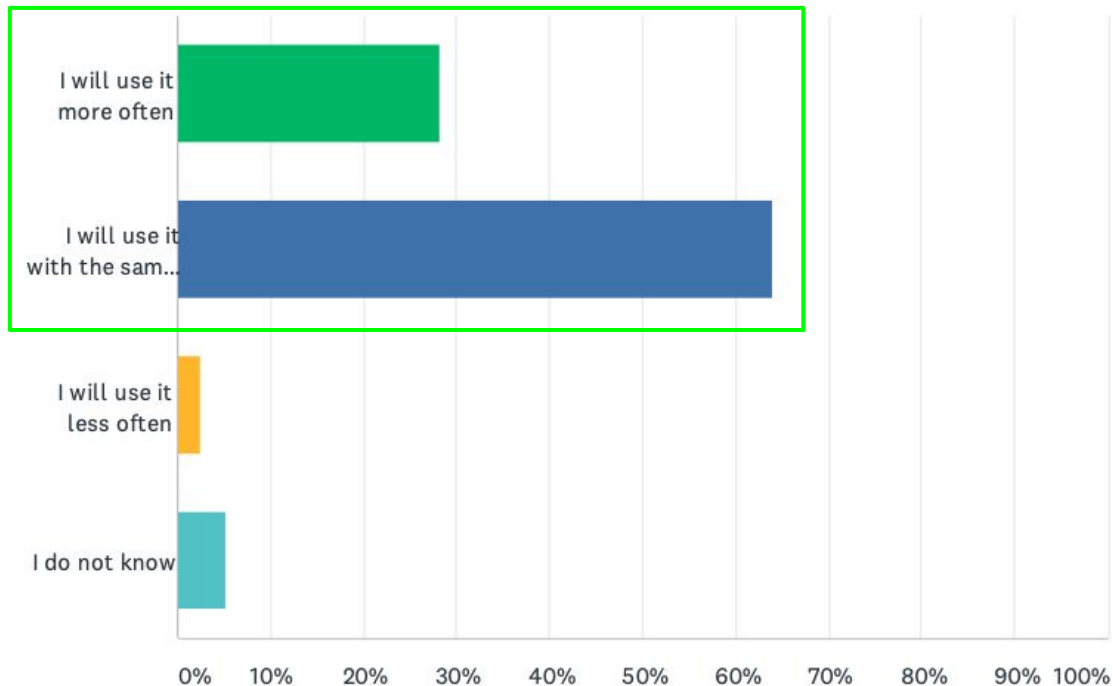


# Micromobility after COVID-19



**Question:** To which extent of frequency will you continue to use scooters post-COVID19?

**Same or higher  
frequency of use  
of scooters  
post-COVID19**

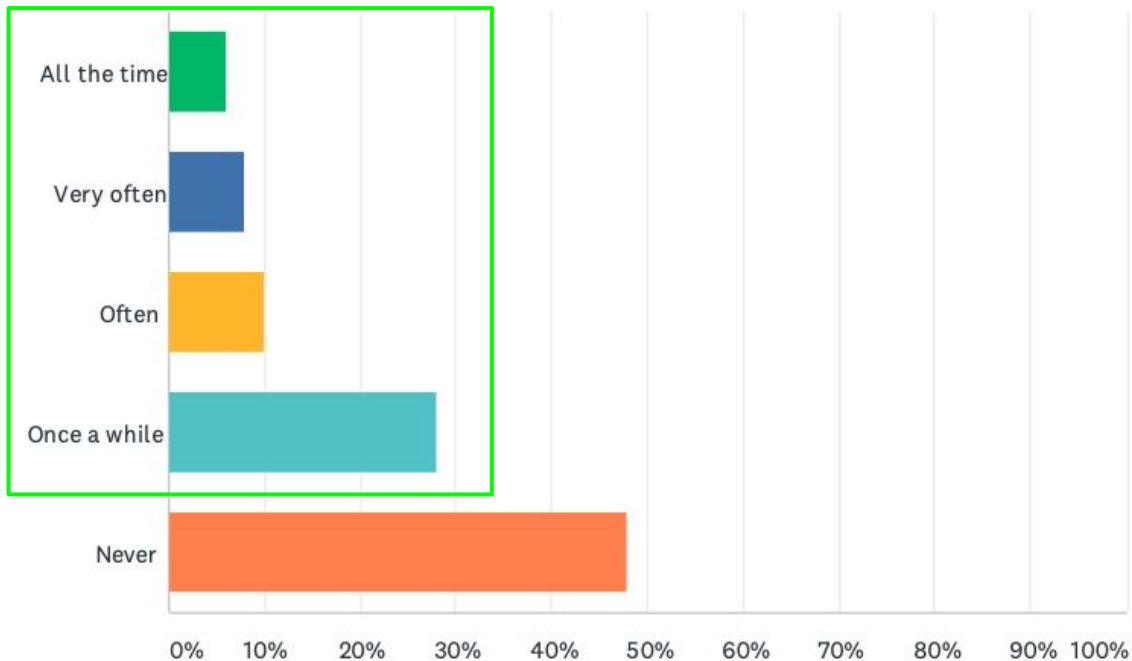


# Micromobility before COVID-19



**Question:** Before COVID19 how often did you use scooters for going to train/metro?

**50%+**





# How four European cities are embracing micromobility to drive out cars

A look at urban transformation in Paris, Barcelona, London and Milan

Natasha Lomas, Romain Dillet / 11:47 AM GMT+1 • November 20, 2020

 Comment



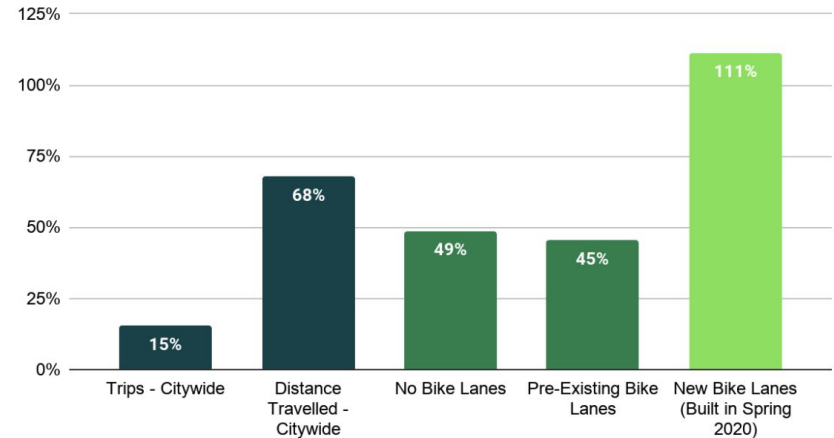
Wh



Citywide ridership increased by 15% between February and June, and distance increased by 68%

**Ridership increased by 111% on new bike lanes** and 49% on streets with pre-existing bike lanes and 45% on streets with no bike lanes.

Change Between February and June 2020











# E-Scooters are here to stay

**Lime is cash-flow positive  
in the 3rd quarter of 2020**

**Lime is on pace to be  
full-year profitable in 2021**

 The Verge

## Lime unveils next-gen scooter as it continues to inch toward profitability

Being cash flow positive means Lime has more money going into the ...  
Profitability has eluded scooter companies since Bird kicked off the ...  
14 hours ago



 Bloomberg

## Lime Scooter Startup Sees Its First Cash-Flow Positive Quarter

Electric scooter-rental startup Lime said it reached a measure of profitability over the summer, the first time in its almost four-year history, ...  
14 hours ago



 TechCrunch

## Lime touts a 2020 turnaround and 2021 profitability

In short, the company is now largely profitable. Lime said it was both operating cash flow positive and free cash flow positive in the third quarter ...  
In-Depth · 14 hours ago



 pymnts.com

## With Newfound Profitability, Lime Rolls Out Newest Electric Scooter Model

Lime believes it is the first micro-mobility company to achieve profitability for a full ... Visa will aid Codat in expanding its single API to help business data flow ... its B2B cash application software, the company announced on  
13 hours ago





A photograph of a nun in a black habit riding a green and white Lime scooter on a sidewalk. The background features a stone wall, trees with yellowing leaves, and a brick building under a clear blue sky. A large white text overlay is positioned in the upper right quadrant.

# Thank you!



@FabianLadda