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Ready to ride 2019: COUP increases total fleet by 1,500 eScooters and introduces new pricing structure

- **The sharing service expands its European fleet to a total of 5,000 eScooters**
- **Even more flexibility and fun getting around in the city traffic of Berlin, Paris and Madrid**
- **The eScooter season starts in Berlin in March with many new features**

Berlin, 28/02/2019 – The COUP eScooter sharing service is introducing several new developments and features to its users in time for the imminent start of the 2019 eScooter season. There will be a total of 1,500 additional new eScooters on the streets of Berlin, Paris and Madrid – that means 40% more vehicles than before. Each of the three markets will have 500 new eScooters to meet increased demand. 'Electromobility and the need for alternative mobility services in cities is an increasingly relevant issue. COUP's success speaks for itself. Now it is difficult for our users to imagine day-to-day life without COUP,' says Dr. Bernd Schmaul, Chief Executive Officer of COUP Mobility GmbH. The new season is scheduled to start in Berlin on March 4th 2019, as long as the weather conditions allow for safe eScooter riding.

New pricing structure offers greater flexibility

There is good news for anyone who uses COUP frequently for short journeys: from April 1st, the new minute-based pricing structure in Berlin, for example, stipulates a charge of 0.21 Euros/minute and a minimum rental duration of ten minutes. This new model therefore offers users much more flexibility. 'We are taking this step in response to feedback from our users. There is increasing demand for lower prices for short rides. That's because with COUP, you can get from A to B in the city really quickly,' says Schmaul.

COUP available for 18-year-olds and above

From 1st April 2019, all COUP fans 18 and over will be able to register on the smartphone app. The minimum age for using the eScooter sharing service will reduce from 21 for all locations. This means that even more city dwellers will be out and about using COUP's fast, flexible service.

Enhancements to the app

Users will also discover a few new features in the app. 'We have made it easier to use and introduced some adjustments to the app design,' says Chief Product Officer Christian Geißler.



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In future, it will be easier for users to get the help and information they need directly within the booking interface. The new interface design makes it even easier to integrate COUP eScooters into day-to-day life. The new app design is expected to roll out in the beginning of the new season.

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About COUP

COUP is bringing the fun of driving back into urban areas. As a wholly owned subsidiary of Robert Bosch GmbH, the eScooter sharing service started a new business area in the field of mobility services in August 2016. The electric scooters enable users to save time in city traffic and are a fantastic addition to existing mobility services provided in central areas. The eScooters are available in a number of major European cities, including Berlin, Paris and Madrid (since summer 2018). They can be used around the clock and are easy to find, reserve and drive. They are a flexible and affordable alternative to public transport and cars.

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