



COUP Mobility GmbH · Friedrichstrasse 148 · 10117 Berlin · www.joincoup.com

Hola España: eScooter sharing service COUP expands to Madrid

- **COUP eScooters will be hitting the streets of the Spanish capital from summer 2018**
- **The eScooter sharing service will add to the urban transport options already available to residents**
- **The fleet is set to be increased to 3,500 eScooters in 2018**

Berlin, 29 January 2018 – Get ready for even more mobility from summer 2018: eScooter sharing service COUP is planning on expanding its operations to Madrid. Following the successful roll-out of the eScooter on the streets of Berlin and Paris, COUP is now ready to take the Spanish capital by storm in summer 2018. The company's expansion strategy will increase flexibility and ramp up the fun factor for urban transport in another major European city. COUP eScooters are designed to ease congestion in the city centre and provide Madrileños with an alternative to using their own vehicle to get around the city.

'By bringing COUP to Spain, we are further building on the mobility services it has to offer. Just as we did in Berlin, we're giving people the chance to see the Spanish capital from a new perspective. Whether weaving in and out of traffic in the city or being used at events in the capital, these stylish, yet functional eScooters are now part of urban everyday life in Paris and Berlin. And now we are aiming to do the same for people in Madrid,' states Mat Schubert, CEO of COUP Mobility GmbH.

Getting off to a flying start in 2018

After a successful first year, COUP will switch up a gear again in 2018, with the new eScooter season set to start in Berlin from March – weather permitting, of course. Meanwhile, the electric scooters are available to use all year round in Paris (and soon Madrid), with few interruptions caused by inclement weather. As was the case last year, COUP will build on its presence on the streets of major European cities by making sure it is part of the urban lifestyle scene. In 2017, for example, COUP provided eScooters at the Berlin ePrix, served as an on-site mobility partner at the Tech Open Air (TOA) conference in Berlin, and exhibited its products and services at the NOAH Conference.

COUP's strategy is to have a total of 3,500 eScooters available for use on the streets of Berlin, Paris and Madrid in 2018. The eScooter sharing service started in Berlin in August 2016 with just 200 vehicles. The company's expansion to Paris in summer 2017 swelled the ranks to 600. Since then, COUP has continued to extend its operating area, optimised its eScooter booking and unlocking app, and invested in further building up its fleet. Gogoro 2 is the latest eScooter model to be produced by scooter manufacturer Gogoro, and is designed to provide even more comfort while driving. It features larger bag holders, a rear-view mirror, a larger seating area and a storage compartment.

Press contact:

SCHRÖDER+SCHÖMBS PR GMBH
Mariana Mulack
mariana@schroederschoembs.com



📍 COUP Mobility GmbH · Friedrichstrasse 148 · 10117 Berlin · www.joincoup.com

+49 30 34 99 64-16

COUP Mobility GmbH
Julia Grothe
Julia.grothe@joincoup.com
+49 152 57 65 96 13

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 (from 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.

www.joincoup.com