



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 1 of 3

BeRider: ŠKODA AUTO DigiLab launches eScooter sharing in Prague

- › BeRider commences pilot phase
- › Electric scooters with a range of up to 70 km in city traffic
- › ŠKODA AUTO DigiLab enables sustainable mobility in the Czech capital

Mladá Boleslav / Prague, 3 September 2019 – Simply Clever and electric: ŠKODA AUTO DigiLab launches an eScooter sharing service, BeRider, in Prague. BeRider is now beginning its pilot phase.

The BeRider scooters' electric drive system is powered by two lithium-ion batteries. Fitted with LED headlights as well as front and rear brake discs, BeRider enables users to make headway safely and efficiently in urban traffic. Being lightweight, the electric scooter is handy and easy to manoeuvre. Its large wheels and sturdy suspension guarantee a safe and comfortable ride. As is typical for an electric vehicle, it boasts powerful acceleration and can reach a top speed of 66 km/h. With a range of up to 70 km, the zero-emission electric scooters are ideal for short to mid-range distances.

Andre Wehner, Chief Digital Officer at ŠKODA AUTO, said, "By launching BeRider and being a flexible and eco-friendly company, we are adding to the range of options available for getting around large city centres. Finding solutions for environmentally responsible micromobility for use in city traffic is one of ŠKODA AUTO DigiLab's strategic key tasks. Our think tank is thereby contributing to ŠKODA AUTO's transformation into a 'Simply Clever company for the best mobility solutions' as part of the ŠKODA AUTO 2025 Strategy."

Jarmila Plachá, Head of ŠKODA AUTO DigiLab, added, "Our BeRider service excellently complements the range of inner-city mobility options available in Prague. Whether for travelling to work or a sightseeing tour, BeRider electric scooters are practical, eco-friendly and user-friendly. At the same time, we are incorporating our digital expertise: every BeRider scooter is equipped with sensors that transfer data in real time. Due to this level of transparency, we are able to improve our customers' experience when they use the scooters."

The BeRider's screen displays fundamental information such as the speed and range. A phone holder on the handlebars makes it easier to navigate using a mobile. This and other electronic devices can be charged on the go via the built-in USB port. Passengers can conveniently secure lightweight luggage using the bag holders. The lockable top case contains two helmets for riding with a partner.

In coordination with the relevant district councils, a large portion of Prague has been specified as the area of operation for BeRider. In this area, users can park the scooters in any legal parking space they like. Parking location, battery level and other data are all transferred to the control room in real time. Thus, incorrectly parked scooters or those with low batteries can be located and any irregularities can be quickly remedied.

The Mayor of Prague, Zdeněk Hřib, welcomed the new service to the capital, stating, "We see sharing services that provide zero-emission mobility and respect Prague's local characteristics as a very



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 2 of 3

positive addition to our city. ŠKODA AUTO DigiLab is offering a well-thought-out solution that I hope gets off to a successful start.”

In order to use the BeRider electric scooters, users must install the BeRider app (available for iOS and Android) onto their smartphones and sign up to the service. Following successful registration, they can then see available eScooters in the app and reserve as well as lock or unlock them without keys. Once their journey is finished, they simply place the associated helmets back in the top case. Their session ends after a brief confirmation via the app. Payment is then made via credit card and is charged based on how long the scooter has been used for (CZK 5.00 per minute). A category B driving licence is required to ride the electric scooters. General information and instructions can be found on the official BeRider website www.be-rider.com.

Further information:

Tomáš Kotera
Head of Corporate Communications
tomas.kotera@skoda-auto.cz
T +420 326 811 773

Martin Ježek
Spokesperson for Digitalisation
martin.jezek4@skoda-auto.cz
T +420 730 865 258

Media images:



BeRider: ŠKODA AUTO DigiLab launches eScooter sharing in Prague

BeRider is commencing as a pilot project. The electric scooters are eco-friendly, easy to use and practical.

[Download](#)

Source: ŠKODA AUTO



BeRider: ŠKODA AUTO DigiLab launches eScooter sharing in Prague

BeRider is used via the corresponding app, which offers clear step-by-step instructions. Registration is free of charge.

[Download](#)

Source: ŠKODA AUTO



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 3 of 3



BeRider: ŠKODA AUTO DigiLab launches eScooter sharing in Prague

Focus on micromobility: with a range of up to 70 km, the zero-emission electric scooters are ideal for short to mid-range distances.

[Download](#)

Source: ŠKODA AUTO



BeRider: ŠKODA AUTO DigiLab launches eScooter sharing in Prague

Travelling with a partner: the lockable top case contains two helmets – one for the main rider and one for the passenger.

[Download](#)

Source: ŠKODA AUTO

ŠKODA AUTO

- › was founded during the pioneering days of the automobile in 1895, making it one of the longest-established car companies in the world.
- › currently offers its customers nine passenger-car series: the CITIGO, FABIA, RAPID, SCALA, OCTAVIA, KAROQ, KODIAQ, as well as the KAMIQ and the SUPERB.
- › delivered more than 1.25 million vehicles to customers around the world in 2018.
- › has been part of Volkswagen Group since 1991. Volkswagen Group is one of the most successful vehicle manufacturers in the world. In association with the Group, ŠKODA AUTO independently develops and manufactures vehicles, as well as components such as engines and transmissions.
- › operates at three locations in the Czech Republic; manufactures in China, Russia, Slovakia, Algeria and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- › employs over 39,000 people globally and is active in more than 100 markets.
- › is pressing ahead with the transformation from a traditional car manufacturer to the 'Simply Clever company for the best mobility solutions' as part of the ŠKODA 2025 Strategy.

ŠKODA Media Services

media@skoda-auto.cz



FROM DETAILS TO STORY
skoda-storyboard.com

Follow @skodaautonews