



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 1 of 2

ŠKODA AUTO DigiLab's BeRider eScooter-sharing service proves to be a success in winter too

- › BeRider enters the winter season in Prague remaining a safe, flexible and sustainable mobility solution
- › The popular BeRider fleet has covered more than 500,000 km since March 2020
- › The app has been downloaded more than 100,000 times during the current season
- › Hygiene measures are in place to protect BeRider users from COVID-19 in the most efficient way

Mladá Boleslav, 16 December 2020 – Since March 2020, the distinctive green BeRider fleet of ŠKODA AUTO DigiLab's eScooter-sharing service has covered over half a million kilometres. Due to high demand, ŠKODA AUTO DigiLab will keep the scooters on the road in Prague this winter.

Since March 2020, the BeRider fleet of ŠKODA AUTO DigiLab's eScooter-sharing service has covered over 500,000 km. That equates to approximately 12 round-the-world trips in the Czech capital in less than 18 months.

Jarmila Plachá, Head of ŠKODA AUTO DigiLab, emphasised: "The BeRider eScooter-sharing service is a perfect fit for today's times and ideally complements our current ecosystem of mobility offers. Using an eScooter around town is practical, fun, environmentally friendly and – especially in COVID times – both safe and responsible. What's more, BeRider ties in with Prague's network of public transport, making it 'simply clever' for the last mile in the city, not just for the owners of a ŠKODA."

In its second season, BeRider was still very much in demand and enjoyed an extremely positive response. With 1,646 trips booked within a single day, BeRider achieved a new record in 2020. The scooters proved to be a popular choice in the Czech capital, even in adverse weather and cooler temperatures. So ŠKODA AUTO DigiLab decided to keep the green fleet on the road this winter too. On top of their regular equipment, the scooters have also been fitted with winter tyres to ensure maximum safety at all times, even in the colder months.

A comprehensive set of hygiene measures are in place to help prevent users from catching the virus. Since the well-liked service [entered its second season](#) in March 2020, BeRider made face masks available for its customers, and the helmets – as well as top cases and handlebar grips – are regularly disinfected.

The BeRider app has been downloaded more than 100,000 times and, following a redesign, is now even faster, more user-friendly and more reliable.

The 'minute packages' were particularly well received in 2020. Customers can opt for a 100-, 200-, 300- or 1,000-minute package. Depending on the option chosen, the fee is then between CZK 4.20 and 2.90 CZK per minute. The Christmas vouchers – available in the [BeRider e-shop](#) – have also become a sought-after gift. BeRider's special Christmas bundles – valid to the end of the year – are just one of the gift options available.



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Page 2 of 2

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In its second season, BeRider was still very much in demand and enjoyed an extremely positive response. The scooters proved to be a popular choice in the Czech capital, even in adverse weather and cooler temperatures. In response to that, ŠKODA AUTO DigiLab decided to keep the green fleet on the road this winter.

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Source: ŠKODA AUTO

ŠKODA AUTO

- › is this year celebrating 125 years since the company was founded during the pioneering era of the automobile in 1895, making it one of the longest-established car manufacturers in the world.
- › currently offers its customers ten passenger-car series: the CITIGO[®] iV, FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ, KODIAQ and ENYAQ iV.
- › delivered 1.24 million vehicles to customers around the world in 2019.
- › 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 and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- › employs approximately 42,000 people globally and is active in more than 100 markets.
- › is pressing ahead with the transformation from a traditional car manufacturer into the 'Simply Clever company for the best mobility solutions' as part of the ŠKODA 2025 Strategy.