

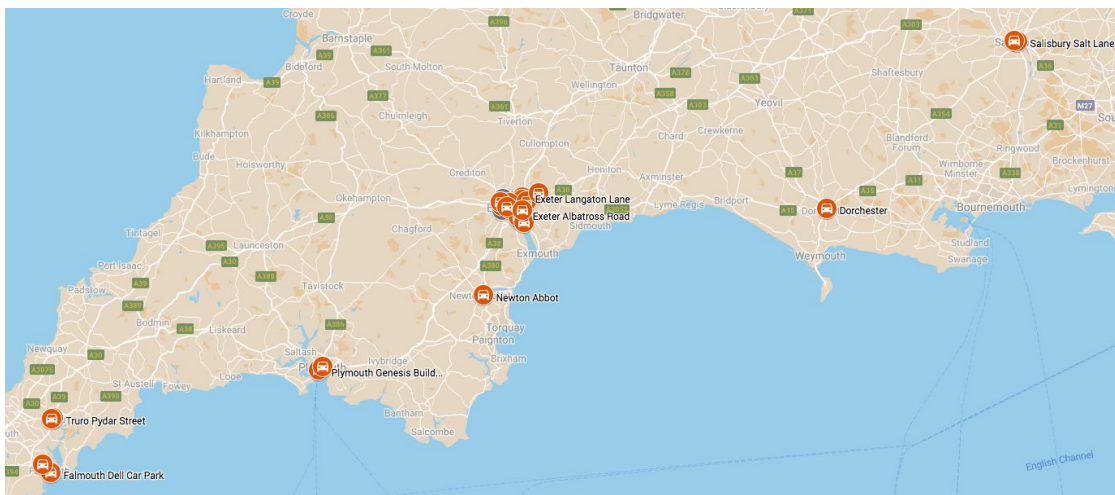


Overview

Co Cars works with local authorities, housing developers and businesses across the South West to provide smart, zero/low emission mobility-on-demand solutions for a fraction of the cost of owning or leasing. Customers can benefit from big savings on travel and parking.

Co Cars runs the South West largest on-street hire by the hour car network from Salisbury to Falmouth, both in town and at train stations and the UK's first on-street electric bike hire network. In Exeter we have 25 cars across the city and by summer 2019, 100 on-street electric bikes. Our fleet consists of on-street electric and hybrid cars and electric bikes, all bookable 24/7 using smartphone technology and available to hire from minutes to days. Hire costs are from £3.75/ hour (cars) and £1/20mins (bikes).

We are an Exeter based, not for profit, Co-operative Ltd. Our partners are Wiltshire C, Devon CC, Exeter CC, University of Exeter, Exeter College, Plymouth CC, Cornwall C, Dorset CC, SWR and GWR.



0345 345 2544 | www.co-cars.co.uk | @CoCars | www.co-bikes.co.uk | @CoBikesElectric



Co Bikes in Salisbury

Summary

A proposal to create a network of docked on-demand electric bicycles across Salisbury, starting with 10 docks & bikes (already funded) at the railway station from April 2020.

Aims

- **Reduce car ownership & dependency** - increased cycling / walking / bus use
- **App driven, easy on-demand 'zero emission' shared mobility** solution
- **Introduction to e-bikes** - "try before you buy" - evidence from Exeter shows customers purchase own e-bikes, and also re-discover the benefits of their non-electric bikes

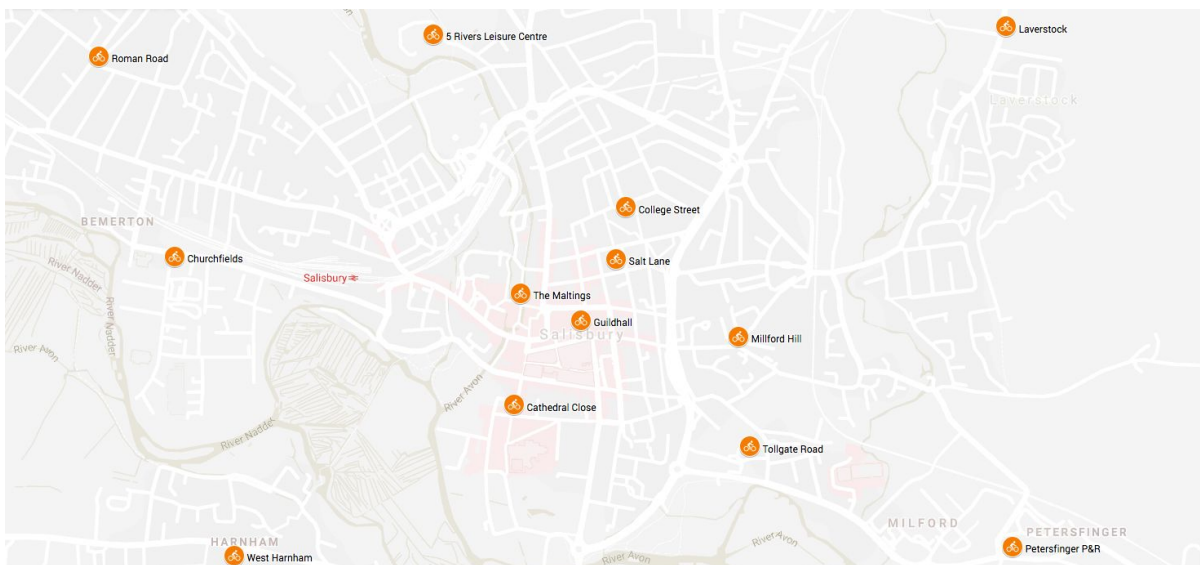
Offer

- **App driven turn-up and go electric bikes, hireable from 20 minutes to days**
- **Dedicated docking hubs**, on-street with a network of multiple sites in and around Salisbury
- **Electric bikes so making all trips fun**, easy, supported, faster, smoot and no sweat
- **E-bikes are pedelec**, as you pedal the electric power supports you. It has 3 gears, always on front & rear lights, front basket, maximum pedal assist of 15mph & tracking.
- **A-A or A-B trips i.e. bikes can be returned to other hubs**
- **Hired via App or online, 24/7** and can pre-book in advance on the day
- **Map in App**, the map shows exact availability of e-bikes at any of the locations
- **Opened by App or smartcard & pin**. Can be set to use same smartcard to unlock Co Cars
- **Single App for Co Bikes & Co Cars** in 2020
- **Bespoke pricing** and packages per company are available
- **Online and bulk joining** available & group onsite 121 training is available
- **24/7 customer service** and breakdown support
- **Zero emission** e-bikes are powered by Good Energy 100% renewable energy



Benefits

- **Onsite e-bike hub & network of hireable electric bikes saving money & time**
- **Dedicated e-bikes** – e-bike hub(s) at employment or education sites, in developments
- **Save management costs** – App booking system
- **Save on hassle & car/bike costs** – e-bike are maintained, serviced, cleaned by Co Bikes
- **Reduces the demand on car parking** – can bus/train/e-bike and if they need to visit/meeting can use a Co Bike or Co Car
- **Could setup specific dockless hubs** - bikes can only be returned within a geo-fenced area
- **Full monthly reporting** - all usage, mileage, CO2 reports, tracking and billing management
- **Available to residential and business**
- **UK & global bikeshare network** – all members would be able to use the wider nextbike bike network, in UK e.g. Milton Keynes, Bath, Glasgow, Dublin, Cardiff etc. & globally
- **Strategic partnership with SWR** – locating e-bikes at other SWR rail stations e.g. Exeter (2019), Cranbrook & Honiton (2020); **10 e-bikes at Salisbury railway station confirmed for April 2020**





Co Bikes: how it works

- Member join via App / online
- Checks availability of the e-bike on the day via App, and can pre-book the bike
- At the bike hub opens App and holds camera over bike QR code, bike unlocks with click. Pull bike out of the dock and enjoys an easy powered ride
- During the trip, the bike can be parked and locked using the integrated bike lock.
- At end of trip the bike can be returned to any of the docking / dockless hubs, by pushing the e-bike into a dock & locking the bike. It automatically ends the booking with a beep
- If the docking hub is full, the booking can be ended by using the integrated bike lock
- The member is billed for the ride, via registered card



Proposed usage fees

- E-bikes PAYG - £1 per 20 mins & £24 per day OR
- monthly membership rate - first 20 mins free

For more information

Mark Hodgson, MD
mark@co-cars.co.uk
0795 106 1353

Benji Goehl, Operations Director
benji@co-cars.co.uk
07792 621 226

www.co-cars.co.uk/developers
www.co-bikes.co.uk