



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

Take COUP and ride: Free as a bird in Berlin with the e-scooter sharing service

Berlin, 13 March 2017: Stuck in traffic, waiting in vain once again for public transport to arrive or desperately looking for a parking space – this is the chaotic reality of travelling within Berlin. For more fun and less stress getting around the capital, the e-scooter sharing service by COUP is now available. Whether you want to take a city trip with friends, explore the city or go on a picnic date along the banks of the Spree, we can show you how to get around the streets of the city quickly and in style.

COUP combines individuality with an urban lifestyle:

- **Not dependent on cars, buses or trains:** COUP riders understand what works in Berlin and what does not. Instead of squeezing onto a bus or train amid sweating bodies in 30°C weather or going around in circles for hours looking for a parking space, they enjoy a special kind of freedom and embrace an urban attitude to life. Let the wind carry you and leave timetables behind – COUP is a true alternative to urban transport in Berlin.
- **Lifestyle:** Berlin is lifestyle. Fashion capital or startup metropolis: whatever the label, Berlin residents embrace trends day and night. An e-scooter is perfect for traversing the narrow streets of Prenzlauer Berg, arriving at a launch party when you feel like it, or for breaking the ice on a first date. Stay in step with the times and turn up at all the cool spots in style with COUP.
- **Flexible:** Berlin is a city in motion. This goes hand in hand with a desire for flexibility, especially when it comes to getting around the streets. You may want to reach the fitness studio or head home as quickly as you can. Perhaps you have a few things to do at the weekend. Book a scooter using the smartphone app, strap on a helmet and go.
- **The service for doers, not dreamers:** Reliability is important, especially at work. Turning up to a customer meeting 10 minutes late and sweating from every pore is hardly a recipe for success. COUP provides a reliable mobility solution to the day-to-day travel challenges faced when living in a major city. Reserve the closest e-scooter from your office, climb on, head off and reach your next appointment with no fuss and

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without having to look for a parking space. Of course, you'll look good, too – COUP guarantees it.

- **Explore the capital on a city trip with friends:** You have spent ages planning a trip around Berlin with your friends. Your days are packed with sightseeing tours, and your nights are reserved for pure entertainment. Why not explore the capital under your own steam instead of from the top of a double-decker bus? COUP is the intelligent way to travel around the city, no matter where you want to go. Take a quick look at the map for the best way to go and head out on your next adventure.

About COUP

COUP is bringing the fun of driving back into urban areas. As a wholly owned subsidiary of Robert Bosch GmbH, the e-scooter sharing service provider started a new business area in the field of mobility services in August 2016. The fleet of 1,000 electric scooters helps save time and is an excellent supplement to the mobility services the city centre currently has to offer. The e-scooters are available 24 hours a day and are easy to find, book and ride. They are a flexible and affordable alternative to public transport and cars.

COUP is currently expanding and aims to grow to 80 employees by the end of the year. Take a look at our vacancies here <https://www.joincoup.com/jobs.html>.

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