



COUP GmbH · Dircksenstraße 41 · 10178 Berlin

eScooter sharing service kicks off in Berlin

- New sharing platform enables simple and individual mobility
- Exclusive fleet of 200 connected eScooters, 24/7 booking for €3 per ride
- Now available in Berlin, at first invitation-based access only
- The new lifestyle brand by Robert Bosch Ltd reinvents city life

Berlin, 3 August 2016 - Coup is the new eScooter sharing service launching in Berlin. A fleet of 200 connected eScooters in Berlin are now ready for individual rides. The scooters are available 24/7 and are easy to find, book and use via an app. It targets people who want to re-experience their city. Behind Coup is Robert Bosch Ltd.

'Traffic jams, lack of parking spaces, rail replacement services, parking meters. Big city traffic leads to stress, frustration and time loss', says Mat Schubert, CEO at Coup Ltd. 'It needs an alternative which feels noticeably different. Each ride with Coup saves our users money, time and nerves, and it's therefore a declaration of independence and urban lifestyle.'

The core part of the service are the electrically powered scooters from Gogoro, which is the worldwide leading brand of connected eScooters. The Taiwanese company is known as the 'Tesla of electro scooters' and has so far only marketed its scooters in Taipeh. Coup, as an exclusive partner, brings them to Europe and offers all Coup customers a simple way to find and test eScooters without buying them thanks to its great sharing model.

The scooters are electrically powered, connected, emission free and quiet. They are designed with an extensive sensor system and intelligence starting from display design and replaceable batteries to regenerative braking system and charging stations.

Horace Luke, CEO at Gogoro, is happy that the eScooters will now be accessible to many new users – thanks to Coup: *'Coup fits well with our lifestyle brand and our consistent focus to provide the best possible user experience. I am curious about how Berliners will respond to our eScooters, which are marketed under the name Coup.'*

'We are proud to be the first to bring Gogoro eScooters to Berlin', says Urs Rahne, who is the General Manager responsible for the Coup start-up in Berlin. Coup makes use of a simple flat-rate charging model. Users only pay €3 per ride for 30 minutes and can park the scooter wherever their destination is. 'Sharing without time pressure – that was very important to us', adds Rahne.

The accompanying app is ready to download for iOS. Customers 21 years of age and above can use the eScooters, on condition that they have a valid car or motorcycle driving licence. Identity card and driving licence are conveniently verified via a video call by smartphone and the user is ready to go for the first ride within a few minutes. The eScooters have a maximum speed of 45 km/h. The storage under the seat fits one helmet and two replaceable batteries. In the course of expanding service activities. In the future, a second helmet will be provided. The eScooters have a range of around 100 kilometres. The client does not have to worry about recharging the eScooters because Coup will handle it for them.



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New riders are offered free introduction courses. The fleet will first be available 24/7 in Berlin Mitte, Prenzlauer Berg, Kreuzberg and Friedrichshain. At the beginning the Coup service will only be available through an exclusive invitation.

Coup is a wholly owned subsidiary of Robert Bosch Ltd, an international leading technology and service company. The establishment and operation of the sharing platform was a close strategic collaboration with BCG Digital Ventures, the corporate venturing subsidiary of Boston Consulting Group.

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About COUP

COUP is an eScooter sharing service focusing on individual urban mobility. The wholly owned subsidiary of Robert Bosch Ltd has started a new business model in the mobility services sector. The eScooters are available 24/7 and are easy to find, to book and to use. They offer their users a smart alternative to re-experience their city. At first 200 scooters can be booked in Berlin Mitte, Prenzlauer Berg, Friedrichshain and Kreuzberg. The eScooters, produced by the Gogoro brand, are bookable via the Coup app – access is initially only granted to invited users.