



COUP Mobility GmbH · Friedrichstrasse 148 · 10117 Berlin · [www.joincoup.com](http://www.joincoup.com)

## **Bernd Schmaul becomes new CEO at eScooter-Sharing company COUP**

- **Dr. Bernd Schmaul assumes the role of CEO of COUP Mobility GmbH on first September**
- **The former CMO of the moovel Group is hoping to take the eScooter service even further into the future**

**Berlin, 10th September 2018** – As of first September 2018, Dr. Bernd Schmaul is the new CEO of COUP Mobility GmbH. The former CMO of the moovel Group is taking over the position from Mat Schubert. Over the last two years, Schubert has managed the successful scaling of the eScooter-Sharing service in Berlin, Paris and Madrid. He helped lead the expansion of the COUP brand, not only in terms of the operating areas in the three cities, but also in their respective lifestyle scenes.

Schmaul has spent the last four years working at moovel, where he helped establish the company and the moovel app. moovel is a Mobility-as-a-Service pioneer located in Germany and in the USA. Now Schmaul would like to use his experience in the sharing economy to take the eScooter-Sharing service COUP even further into the future.

‘COUP’s success in Berlin, Paris and Madrid shows that the demand for these kinds of services is huge. I look forward to expanding the service further, both technically and geographically, together with the COUP team,’ says Dr Schmaul, CEO of COUP Mobility GmbH.

### **Full speed ahead**

The eScooter-Sharing service was launched in Berlin in 2016 with 200 eScooters. The service expanded to Paris in summer 2017, and has been available in Madrid since this summer. In the course of the year, a total of 3,500 eScooters will be made available for use on the streets of Berlin, Paris and Madrid. COUP is now testing a new business model with a pilot project in Tübingen and is offering the service together with local partners for the first time, in a city with around 100,000 residents. Since launching in 2016, COUP has systematically expanded its operating areas, optimised the app and invested in state-of-the-art vehicles. The Gogoro 2 eScooter model, the latest model of the fleet, is available at all locations for even greater driving comfort.

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**About COUP**

COUP is bringing the fun of driving back into urban areas. As a wholly owned subsidiary of Robert Bosch GmbH, the eScooter sharing service provider started a new business area in the field of mobility services in August 2016. The electric scooters enable users to save time in city traffic and are a fantastic addition to existing mobility services provided in central areas. The eScooters are available in a number of major European cities, including Berlin, Paris and – from summer 2018 – Madrid. They can be used around the clock and are easy to find, reserve and drive. They are a flexible and affordable alternative to public transport and cars.

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