

TIER Further Sharpens Focus on City Needs: The European Micro-Mobility Leader Adds Ashwini Chhabra as Chief Public Policy Officer

TIER bolsters its senior leadership team with Ashwini Chhabra stepping into the role of TIER's first Chief Public Policy Officer.

12 February 2021 – TIER, the European micro-mobility leader, today announces that Ashwini Chhabra has been appointed as the company's first Chief Public Policy Officer.

“Our goal is to be the best possible partner for cities while building the most sustainable mobility solutions for citizens. So it is crucial for us to have the right expertise with a deep understanding of city priorities,” said **Lawrence Leuschner, CEO and co-founder of TIER**. “We’re thrilled to welcome Ashwini, who has played a critical role in shaping the future of mobility throughout his career, to our global leadership team. His background and expertise will help us better deliver what cities need.”

Ashwini Chhabra joins from New York City-based mobility strategy firm Electric Avenue, which he co-founded and previously led as Principal. He brings over 20 years’ experience in public policy, business development and law. Chhabra held several positions in the administration of New York City Mayor Michael Bloomberg, including in the NYC Mayor’s Office working with the Department of Transportation. Over the course of his career, he established and led the Global Policy Development team at Uber as well as the Global Public Affairs team at electric scooter sharing company Bird.

Commenting on his appointment, Ashwini Chhabra said: “I am so excited to join TIER, a company leading the way in safety and sustainability and setting new

standards for the broader micro-mobility industry. TIER is continuously innovating to offer more than just a convenient ride. With revolutionary ideas like rider-swappable batteries and the TIER Energy Network, TIER is pioneering the development of urban mobility to move our cities forward. I'm excited to bring my passion for building sustainable, accessible and affordable mobility solutions that complement public transit to all the cities where TIER operates."

Investing for growth to extend market leadership

Ashwini Chhabra joins TIER at a period of remarkable growth for the company. In November 2020, TIER announced the completion of a \$250 million Series C funding round led by SoftBank Vision Fund 2. This recent funding underscores the company's leadership position in Europe and helps to accelerate its ambitious expansion into strategic growth markets and to fast track its [TIER Energy Network](#); a groundbreaking innovation that will see thousands of charging stations installed in cities across Europe to power electric vehicles in the most efficient and sustainable way. Users can easily swap depleted vehicle batteries for charged ones at a network of charging stations hosted by local businesses. This enables TIER's local business partners to attract new customers, while reducing the carbon footprint of customer travel.

Chhabra is one of several senior figures in recent months to have joined TIER's leadership team, including Georgina Smallwood, who was hired as the company's new Chief Product Officer from fintech unicorn N26 in December 2020.

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About TIER Mobility

TIER Mobility is Europe's leading provider of micro-mobility with a mission to change mobility for good.

The company is a driving force behind the change in the transport sector, which aims to significantly reduce car traffic in cities by providing people with a wide range of electric vehicles.

As part of its commitment to sustainability, the company has adopted the United Nations' Sustainable Development Goals (SDGs) as a guiding framework and has set a clear agenda for reducing and offsetting emissions. As a result of these measures, TIER Mobility has been a climate-neutral company since January 2020.

TIER Mobility operates in 90+ cities in 10 countries. The company is headquartered in Berlin and employs about 900 people. Founders of the company are Lawrence Leuschner, Matthias Laug, and Julian Blessin.

The company's investors are SoftBank Vision Fund 2, Mubadala Investment Company's financial investment arm, Mubadala Capital, Northzone, Goodwater Capital, White Star Capital, Novator, RTP Global, Speedinvest and many more. In addition, there are selected business angels and individual investors like Formula 1 World Champion Nico Rosberg.

For more information about TIER Mobility, please visit: www.tier.app. You can find more pictures [here](#).

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