

## TIER celebrates Paris win after clean sweep of 2020 tenders

**Berlin/Paris, 23 July 2020** – TIER Mobility, the leading European micro-mobility operator, today celebrated winning the world's biggest e-scooter tender with a two-year contract to operate in Paris.

The green light from authorities in the City of Lights caps an extraordinary expansion for the Berlin-based micro-mobility provider, which has won all submitted city tenders in 2020 in Europe. In the past 18 months, TIER has expanded across 70 cities in nine countries and has achieved more than 25 million rides on its best-in-class scooters.

*Lawrence Leuschner, CEO and Co-founder, TIER Mobility, said:* “We are so proud to partner with the city of Paris to bring our unique climate-neutral travel solution to the biggest e-scooter market in the world. Paris has rightly won a reputation as a leading force in the quest for green transport and we are delighted to play our part in helping Parisians get about their beautiful city in a safe and sustainable way.

“Our unrivalled expansion this year is testament to the support of our wonderful customers and the absolute dedication we have to building better, more sustainable cities.”

TIER will operate 5,000 e-scooters in Paris under the two-year concession, which was secured thanks to the company's leading sustainability credentials and unrivalled operational efficiency. The industry leading efficiency is driven by a superior operating model with advanced hardware, in-sourced operations, tech-driven processes which originates from the company's vision to "change mobility for good" which means in a sustainable and long-lasting way.

TIER is the first micro-mobility operator to become climate-neutral and the first to launch swappable batteries in its scooters, a development which in combination with daily operations running on e-vehicles reduces emissions by 82%. TIER e-scooters also have a far greater lifespan than that of rivals, on average lasting over two years before being rejuvenated or given a second life.

The tender win caps off a hugely successful few months across Europe for TIER, after also winning deals with the French city of Grenoble, St Gallen in Switzerland and Baerum and Trondheim in Norway.

The firm also proved the strength of its model during the hugely challenging lockdown environment, maintaining operations in most of its cities throughout, while also launching its 'Heroes' initiative during the crisis, offering free rides to frontline workers.

The company generated €35m revenues in its first year (2019), grew 2X YoY in June despite the crisis and operated EBITDA profitable in June. These achievements enabled TIER to secure asset-backed financing for their vehicles and allow them to operate until break-even.

TIER is now engaging Transport for London, Transport for West Midlands, Transport for Greater Manchester and scores of local authorities across the UK following a government announcement earlier this month to fast-track trials of e-scooter rental schemes in Britain.

Since its launch in 2018, TIER has grown to become the leading European provider of micro-mobility solutions with 20% of global market share in its core business of e-scooters. The 45,000 scooters it has deployed are renowned for their safety-first design, with bigger front wheels, wider foot plates, dual disc-brakes and a double kick-stand. The company also recently introduced an integrated helmet, and plan to roll this feature out across its markets.

## **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 70+ cities in 9 countries. The company is headquartered in Berlin and employs about 500 people. Founders of the company are Lawrence Leuschner, Matthias Laug. and Julian Blessin.

The company's existing investors are Mubadala Capital, Goodwater Capital, White Star Capital, Northzone 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](http://www.tier.app). You can find more pictures [here](#).

## **Press contact**

Press Department

TIER Mobility

[press@tier.app](mailto:press@tier.app)