

TIER partners with AA DriveTech to make service even safer

London, 23 November 2020 – TIER, the European micro-mobility leader, has teamed up with the AA's DriveTech to launch the first-ever e-scooter theory test which riders will be incentivised to take.

The test will be accompanied by TIER's *Ride Safe School*, a bespoke e-learning platform co-designed with AA's DriveTech to educate people around e-scooter safety and responsible use.

Riders are incentivised to sign up to the online school - where they can complete safety modules, watch video demonstrations featuring AA President Edmund King and take the test - by being offered a free ride on one of TIER's e-scooters

On the platform, riders will be schooled on skills such as how to operate and park TIER's e-scooters, while also being taught how to safely share designated routes with other vehicles, pedestrians and vulnerable road users. Following the training, users will be invited to complete the theory test, the first of its kind in the market. Some of the questions riders will be asked include:

- What is the best/preferred route to choose to use your TIER e-scooter?
- Why is it important to park responsibly?

The partnership with DriveTech adds to TIER's credentials as the safest and most responsible operator in the market. This year the company introduced pioneering safety features including a built-in helmet and indicator lights. TIER also recently committed to adding a sound to its vehicles to alert the blind and partially sighted of their approach and will be working with the national charity Thomas Pocklington Trust to design the new feature.

Fred Jones, General Manager, UK and Ireland, said: “The safety of our riders and the wider community is our number one priority and we’re very proud to have introduced the most comprehensive e-scooter safety programme on the market.

“Working with the AA and their DriveTech team, we have raised the standards for responsible e-scooter use while continuing to promote it as an easy, sustainable way of getting from A to B.”

Charlie Norman, Managing Director of DriveTech, said: “We increasingly recognise that road and cycle networks are to be shared with different types of road users. E-scooters are a relatively new phenomena in the UK, but one whose presence will grow and grow if implemented correctly.

“We are experts in road safety, and have been training drivers and other road users for over 30 years. This experience tells us that we need a strong road safety and risk management message conveyed to all e-scooter users, in order for this new form of mobility to fulfil its potential. We are delighted to work with TIER to achieve this. E-scooters can offer a lot to urban mobility, but we don’t want this to be at the expense of safety.”

Edmund King, President of the AA, said: “E-scooters could be an important innovation to transform mobility in town and city centres.

“I am really pleased that our road training business, DriveTech, is working in conjunction with TIER. Road safety is key and their novel e-scooter safety features – such as an integrated foldable helmet, larger front wheel and direction indicators all help ensure a safer riding experience. The AA and DriveTech see great synergies at TIER with our own road safety ethos.”

Founded in 2018, TIER operates in ten countries, serving over 85 cities globally including Paris, Berlin and Dubai. Earlier this year, TIER unveiled plans for a pan-European [energy network](#), with battery charging stations installed across cities promising to bring local businesses millions of pounds in extra revenue each year.

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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 80+ 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](#).

About DriveTech

DriveTech, a business wholly owned by the AA, serves the business driver community in the UK and internationally providing a range of driver risk management and driver training services, and is also the UK's largest provider of police diversionary training courses working with 34 police forces across the country. Find out more on DriveTech at www.drivetech.co.uk.

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