Mobike Lands in the Italian Cities of Florence and Milan

Florence, Italy, July 24 2017 — Mobike, the world’s first and largest smart bike-sharing company, arrives today in Italy at the Tuscan capital of Florence, the first continental European city to launch the service.

On the same day, Mobike also announced plans to launch in the city of Milan, the largest metropolitan area, and the industrial, financial and fashion centre of Italy. Services will be provided to Milan residents starting in August.

(Left: launch ceremony at the “Palazzo Vecchio”)
(Right: from left to right - Dario Nardella, Mayor of Florence; Beppe Sala, Mayor of Milan; and Hu Weiwei, Founder of Mobike)

The launch ceremony was hosted by Florence Mayor Dario Nadella at the “Palazzo Vecchio”, the castle and historical seat of the government, now home of the Mayor’s office. The Mayor of Milan, Beppe Sala, was also in attendance for the Florence event, and warmly welcomed Mobike to Milan. After an event with distinctly Italian elegance and ceremony, both the Mayors joined Mobike founder and president Hu Weiwei to cycle around the famous areas of the city.

Following the ceremony, Mobike will be available to Florentines, who will see the distinctive silver and orange smart bicycles placed in strategic locations across the city to help alleviate automobile traffic and sustainably enhance mobility. During the initial trial operation phase, several hundred Mobikes will be launched in selected high-demand areas with a promotional rate of EUR 0.3 per 30 minutes, for users to experience the service, and for Mobike to collect feedback. Formal services will be provided to all of Florence and Milan starting from August with the plan to launch around 4,000 bikes in each of the two cities.
Mobikes are designed with a series of proprietary high-tech features that benefit both users and partner cities. Every Mobike is equipped with unique smart-lock technology and built-in GPS connected via the Mobike IoT network. This is an invaluable feature for cities, which no other bike-sharing company provides. Mobike’s technology locates and monitors the health of each bike, as well as location-based demands for bikes in real-time, to manage supply and help solve the “last-mile” challenge.

Mobike’s operations are founded on being responsible, sustainable, and innovative. The company works closely with city governments to define a tailored model for each city, providing an outstanding experience to users and the municipality itself. The smart bike-sharing service relieves congestion, reduces pollution, and provides a simple and cost-effective mobility solution in urban areas.

**Hu Weiwei, Founder of Mobike said:**

“We are delighted to enter the Italian market, and especially to launch Mobike’s operations in both Florence and Milan, home to so many of history’s greatest innovators and artists. The majesty of their extraordinary cityscapes and the legacy of the artists that graced them with their presence is inspiring; we are so proud to launch our operations here. Mobike is committed to working side-by-side with our partners to preserve and enhance Florentines’, Milanese’s and visitors’ enjoyment of both cities.”

**Dario Nardella, Mayor of Florence said:**

“Florence has made an irreversible choice towards sustainable mobility today - we are proud to be launching this innovative system as Italy’s first stationless bikeshare. Florence is a bike-friendly city; from now it will be even easier and faster to choose two wheels to move from one part of the city to another.”

**Beppe Sala, Mayor of Milan, added:**

“We strongly welcome the launch of Mobike in Milan. This launch shows that cities with a touristic and international profile like ours understand the strategic importance of investing in this form of sustainable mobility. We are so happy to add a new service which will allow Milanese people and others to have a larger number of bikes available.”

Founded in January 2015, and first launched in Shanghai in April 2016, Mobike has expanded across China and into Singapore, the United Kingdom and Japan. Mobike is now active in more than 150 cities globally and operates more than 6 million bikes around the world. The platform sees as many as 25 million rides a day, with over 100 million registered users, making it the largest smart bike-sharing company in the world.
(Front line from left to right - Hu Weiwei, Founder of Mobike; Dario Nardella, Mayor of Florence; Mobike staff; Beppe Sala, Mayor of Milan;)

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HOW MOBIKE WORKS

Mobike is a re-imagination and delivery of the ultimate urban bicycle for share. Through every element of its design, the goal is to provide an effortless experience using cutting-edge technology. The bike itself lists innovations such as a chainless shaft transmission, non-puncture airless tyres, a lightweight aluminium anti-rust frame, enhanced and durable disk-brakes and an auto-inspired five-spoke wheel. These functional design elements result in a maintenance-free bike, with each Mobike’s lifespan estimated at 4 years of maintenance-free cycling. Each bicycle is connected to the Mobike IoT network via GPS-embedded smart lock; forming one of the largest IoT networks on the globe.

Mobike’s distinctive silver and orange bikes will be initially deployed at high-traffic locations such as metro stations, university campuses, and retail parks. To use the service, users simply need to download the Mobike app, register, and scan the QR code on the bike. With Mobike’s proprietary smart-lock technology, scanning the QR code instantly unlocks the bike and allows the user to ride it away. To complete their ride, users need only park the bike at any authorized bike parking area near their destination and manually close the lock on the bike.

The Mobike mobile app (English version) is now available for download in Android store [here](#) and Apple app store [here](#) for trial use. A local Italian version will be ready by the official launch in August.

About Mobike

Mobike is the world’s first and largest smart bike-sharing company. Its mission is to bring more bikes to more cities, using its innovative technology to make cycling the most convenient and environmentally-friendly transport choice for urban residents. Using specially designed bikes equipped with GPS and proprietary smart-lock technology, Mobike enables users of its smartphone app to find a bike near them, reserve and unlock it, all using their smartphones. After reaching their destination, the user parks the bike by the roadside and locks it, automatically making the bike available to the next rider. The company officially launched its service in Shanghai in April 2016, and in just over a year, has since expanded the service to 150 cities globally.

By making urban cycling more accessible, popular, and smart, Mobike is delivering scaled sustainable mobility solutions for people and cities around the world. In the company’s first year of operation, Mobike users cycled over 2.5 billion kilometres, equivalent to a reduction in CO2 emissions of more than
610,000 tons based on calculations by the WWF China, or equivalent of taking over 170,000 cars off the road for a year. In June 2017, Mobike received the WWF’s “Climate Solver Sustainable Urban Mobility Special Award” in recognition of the impact its innovative technology and promotion of sustainable transport.

For more information visit: mobike.com

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