

# ( expleo )

## A new corporate mobility: bike sharing

### The integration of a bike sharing offer in a professional fleet

#### The project

After five years of partnership around carsharing, Expleo has extended its mobility offer with bike sharing to accentuate its eco-mobility approach.

#### Project launch

2019

#### Industry

Consulting firm

#### Goal

Reduce the carbon footprint and the mobility budget

#### Results

The e-Colibri™ solution is now deployed on various sites belonging to our client throughout France.

Expleo has reduced its CO2 emissions by more than 15% since the introduction of the carsharing service in its fleet of vehicles.

#### Expleo expectations

Expleo was looking for a strong advisory partner in order to strengthen the company's sustainable development policy. To do this, the company felt it was essential to educate employees about ecomobility.

Faced with a large-volume fleet, the other priority was also optimizing the use of vehicles and therefore perform an overall resizing of the vehicle fleet.

It is in this context that Mobility Tech Green was commissioned to introduce alternative modes of transport to the private car. Our work focused on reducing the carbon footprint by adapting the mobility offer to the type of employee journeys: bike sharing therefore seemed obvious.

#### A multimodal professional mobility offer to meet environmental challenges

#### Birth of partnership

Following a call for tenders in July 2013, it was in 2014 that Expleo (formerly Assystem) officially launched its carsharing service in partnership with Mobility Tech Green. 28 electric and thermal vehicles were thus equipped and made available to site employees thanks to the e-Colibri™ solution, both for business and personal trips (evenings and weekends).

Our partner was able to find in our team the strength of proposal he was looking for as well as a constant desire to develop the mobility offer in order to meet the new needs of the company. Over the course of this partnership, we have thus integrated new functionalities on the platform following concrete feedback from the field. The latest innovation is the integration of an electric bike sharing service for employees.

“We are working to offer eco-responsible mobility solutions to our employees. We chose the Mobility Tech Green platform to develop our car-sharing system, convinced by the reliability and flexibility of the interface. We are now extending our partnership with the launch of a bike sharing service.”

Sandrine Dalais, Automotive Fleet Manager of Expleo France

## Goals from our client



As part of its CSR strategy, Expleo wishes to offer innovative and eco-responsible mobility services.



The implementation of shared multimodal mobility allows better use of vehicles.

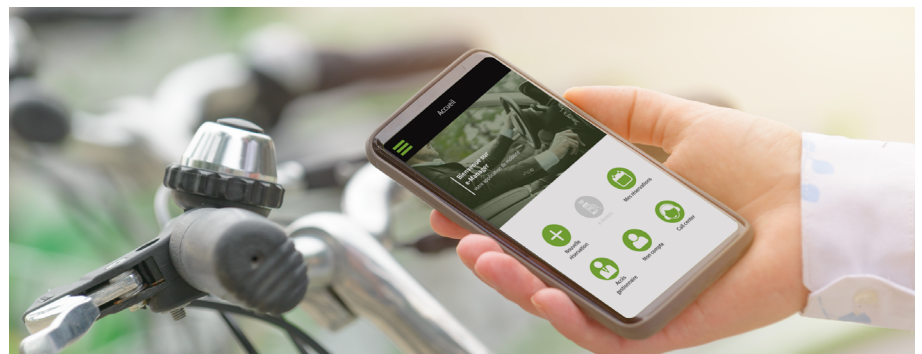


By introducing electric vehicles, Expleo also intends to educate employees about more reasoned mobility.

## The solution

Convinced of the positive impact of the e-Colibri™ carsharing service on its mobility budget, its carbon footprint and the productivity of its employees, Expleo wanted to go further.

Its sites being located mainly in urban areas, the bike seemed to be a more than relevant additional brick. Mobility Tech Green has thus worked with a partner company specializing in bicycle sharing to provide a turnkey mobility service. A test is carried out on a site with 8 shared electric bikes. In addition to being electric, the charging station itself is powered by solar panels. 100% green mobility!



On the usage side, the idea was to integrate this new service naturally into the e-Colibri™ booking platform. Employees can reserve a shared bicycle from the same site as a car sharing vehicle.

Once the reservation is made, all they have to do is go to the station and unlock the bicycle lock using the badge associated with their subscriber account or the e-Manager™ mobile application. At the moment, shared bikes are only usable for professional purposes.

The idea is to promote multimodal mobility within the company, where the right vehicle is used at the right time! In urban areas, outdoor meetings are often located just a few kilometers from the site. The electric bicycle can perfectly meet this type of travel.

“The integration of bike sharing on our platform is a new alternative to vehicle use: active mobility, which allows employees to reserve their bikes from the carsharing platform, like other means of transport.”

Pascal Roux, CEO of Mobility Tech Green


## Who are we ?





An engineering company specializing in B2B carsharing since 2006, Mobility Tech Green now benefits from global expertise in shared mobility in the workplace.

Thanks to our team of experts, benefit from a reliable solution and complete monitoring of your project.

## Contact us

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## A multimodal and scalable offer

Aware of the profound changes in professional mobility, we are, like our client, eager to decompartmentalize modes of transport in order to make the most of them. Whether the goals are financial, logistical or environmental, multimodality can help you achieve them. Mobility Tech Green therefore offers several mobility services within its e-Colibri™ solution:

### Carsharing

Our core business for almost 10 years! The e-Colibri™ carsharing solution allows you to pool the use of vehicles in your fleet by making them accessible in self-service. A way to improve the mobility of your employees while taking care of your budget.

### Carpooling

When reserving a vehicle, the user can decide to open their trip to carpooling. This allows you to further optimize the use of your vehicles while creating a positive social dynamic within your company.

### Bike sharing

The latest service to date on our multimodal mobility platform, bike sharing is a particularly interesting addition for virtuous mobility!

Self-service electric bikes can be made available to your employees and can be booked directly from the e-Colibri™ platform!

