

Uber expands into e-scooter rentals

Startup electric scooter company Lime is aligning with Uber in a multi-million dollar deal to expand its unconventional mode of transportation

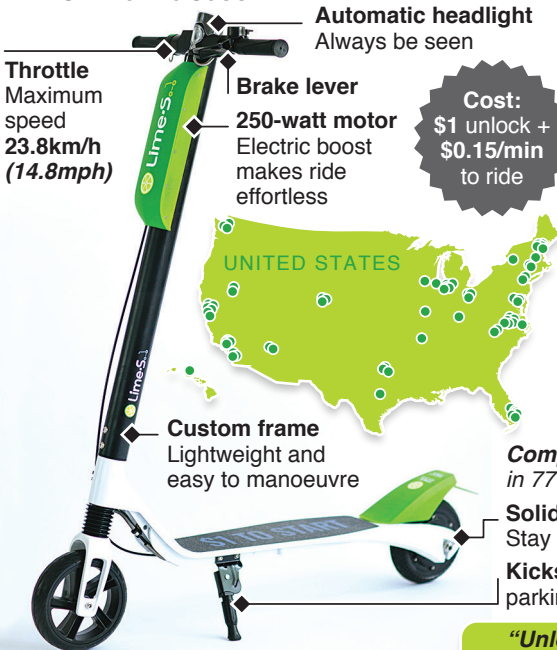


Jul 9, 2018: Uber invests share of \$335m in **Lime**.

Deal, led by **Alphabet** (Google's parent company), values business at \$1.1bn. Uber plans to rebrand bikes, add Lime to its app and spread service globally



LIME-S ELECTRIC SCOOTER



■ Founded:

Jan 2017,
San Mateo, CA

■ Availability:

Mostly U.S. cities
(shown left), plus
Berlin, Bremen,
Frankfurt (Germany),
Paris (France)
and Zurich
(Switzerland)

Comparison: Uber operates
in 77 countries (633 cities)

Solid 20cm wheels

Stay steady while scooting

Kickstand:

Responsible
parking at kerbside locations

**"Unlock me to ride me,
or I'll call the police!"**

HOW TO USE LIME



1. Use app to find and
unlock scooter, then
begin journey

2. Press throttle
to accelerate
(60km range)

3. Park scooter.
Use app to lock
it. Walk away

*Scooter will
not drive
without app*

Batteries: Employees called **juicers** collect exhausted scooters, charge them overnight and return them to pavements early next morning