The future is small

How micromobility reshapes the transport system

Tina Ghasemi Liljekvist
Head of Public Policy

voi.

voi.

voi.com

The Voi journey so far

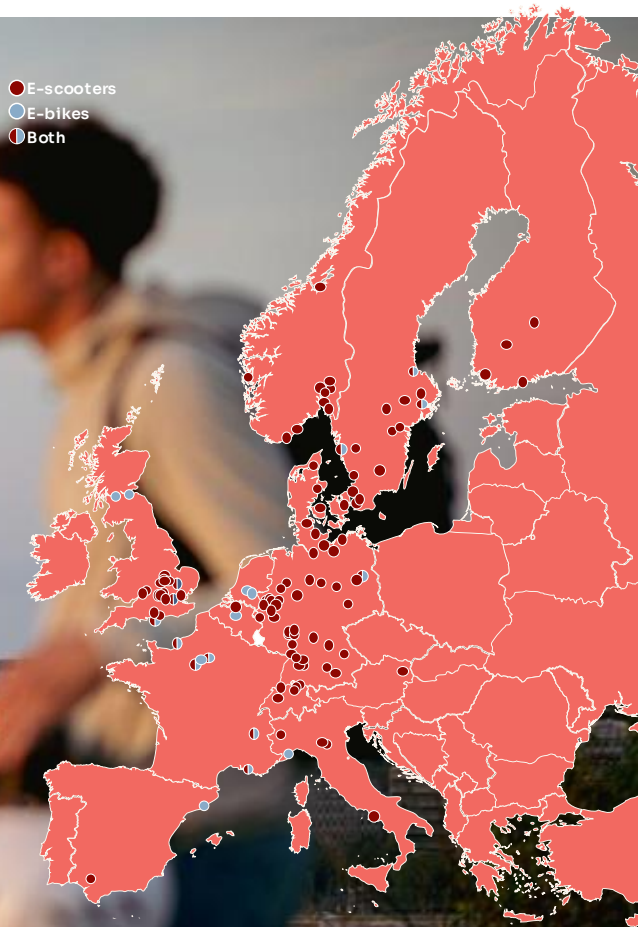
Two main modes

Shared E-scooters

Shared E-bikes

Voi in numbers

2018 FOUNDED IN STHLM	+500m RIDES TO DATE	200K VEHICLES IN OPERATION
~1000 EMPLOYEES	13 COUNTRIES	~130 CITIES ACROSS EUROPE



2018

2018-2021
Demand explodes on an unregulated market

Municipality powerless against electric scooters

The electric scooter is taking over

Improperly parked e-scooters cause many accidents

2022-2023
Market consolidation and regulations coming into place

Proposal: Police permit required in Stockholm to rent out electric scooters

Traffic Office: New rules for electric scooters have had an effect

More parking spaces for electric scooters increase traffic safety

Two electric scooter companies leave Västerås: "Too expensive"

2024-2026
Investments in safety and sustainability have effect

Micromobility getting greener says updated ITF environmental analysis

Shared micromobility injuries fall for fifth consecutive year in Europe

Watch SVT's reporter test the brakes on an electric scooter in the clip above. Photo: Lars Wiklund

New research from Chalmers: Highest accident risk on your own electric scooter

Geofencing

Tackling bad parking and riding in pedestrian areas

Reaction test

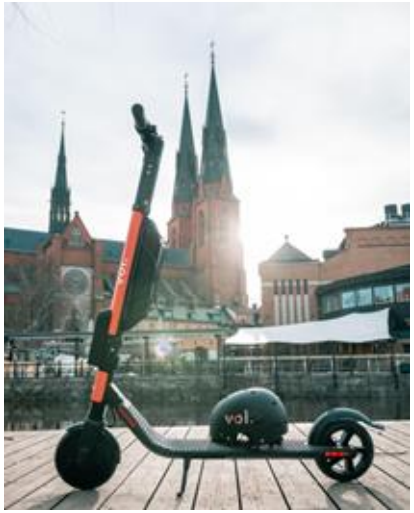
Raising awareness against drunk riding

Indicators

Continuous optimization

GPS accuracy, parking guidance, vehicle robustness, suspension, larger wheels, broader footboard, safer UX, machine learning, safety features etc.

2018 — 2026



Launch of traffic school

Educating riders about local traffic rules

Helmet selfie

Incentivicing helmet use

Beginner's mode

Slower max speed

CMF

V2

V3X

~60k vehicles given second life

V4

V5

V7

V8

Voiager 9

Still in Voi's service

E1/E2

E3

E4

Explorer 5

EL1

Explorer Light 2

Lighter ebikes

From “joy riding” to everyday commuting
A maturing rider base

3 of 4

Swedish riders who primarily use the service for commuting.

1 of 3

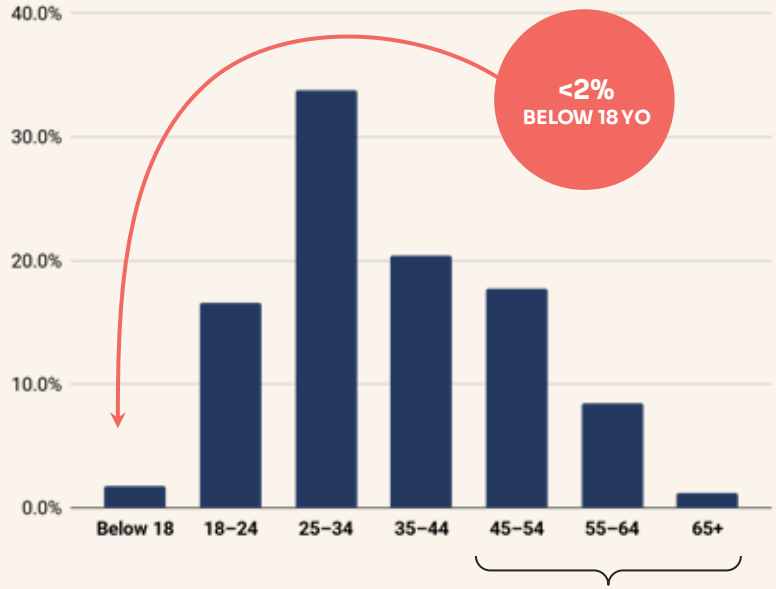
Share of Swedish riders who identify as female.

45%

Share of Swedish riders who say they have reduced their car use thanks to the existence of shared micromobility.

9%

Share of Swedish riders who have completely stopped using cars.



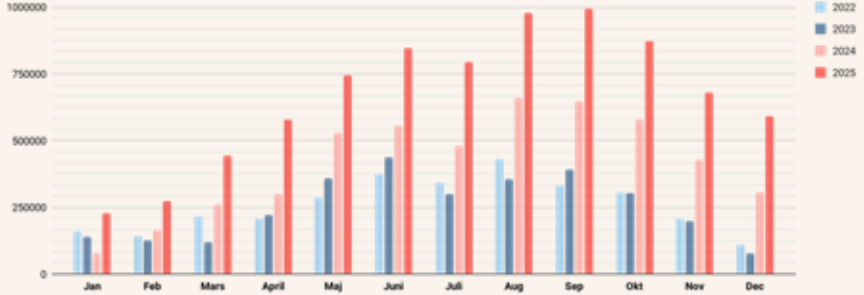
Riders above 45 yo is the fastest growing age group.

Rides are evenly spread across the week

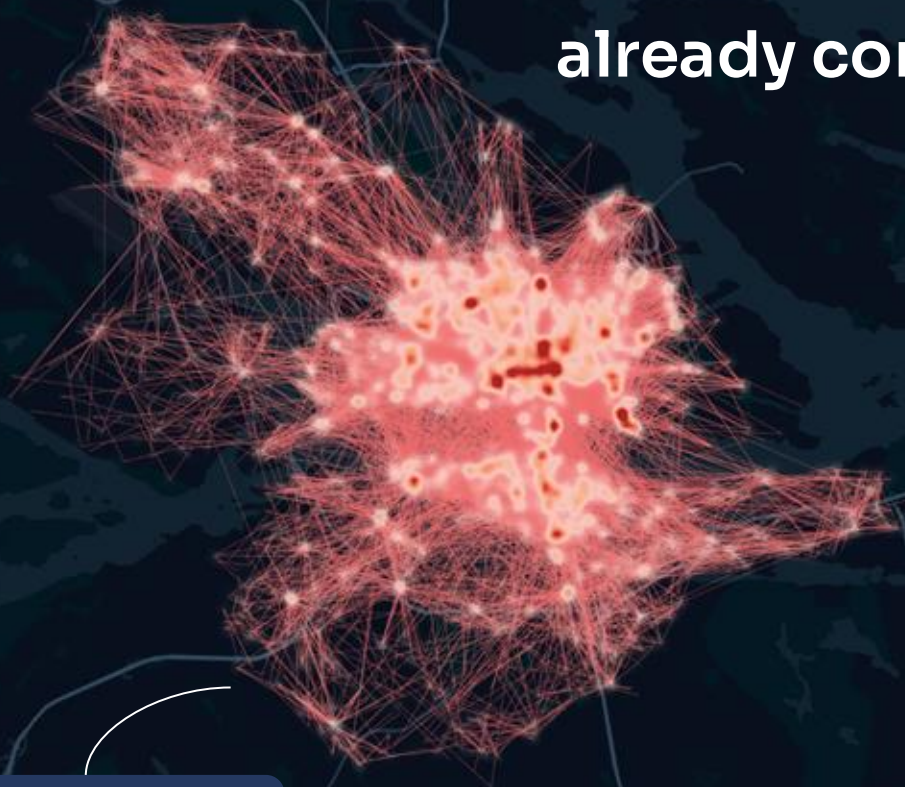
76 % of our rides take place on weekdays

Trips take place all year round

The seasonality effect is smaller every year

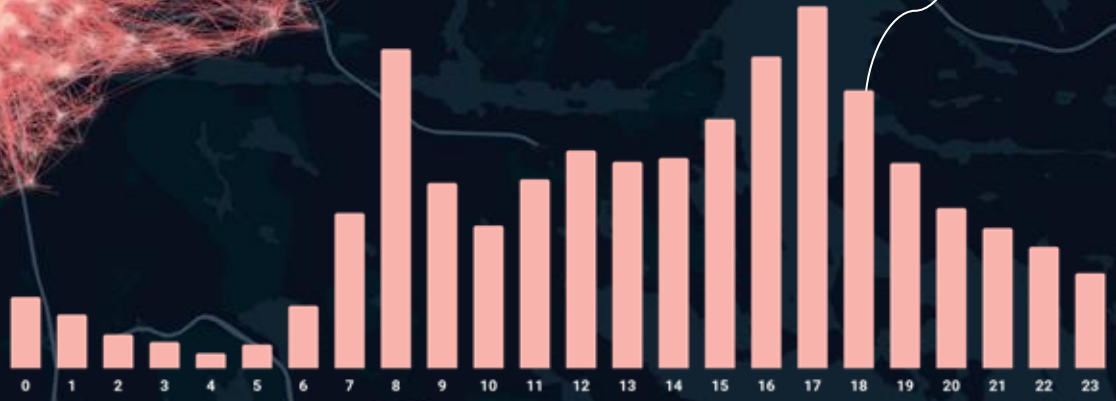


60% of our riders in Sweden are already combining their trips with public transport



High activity around major public transport hubs.

Share of Voi trips by time of day with clear peaks during rush hours.



Partnering with cities, academia and NGOs

Sharing data to improve the city

Powering independent research

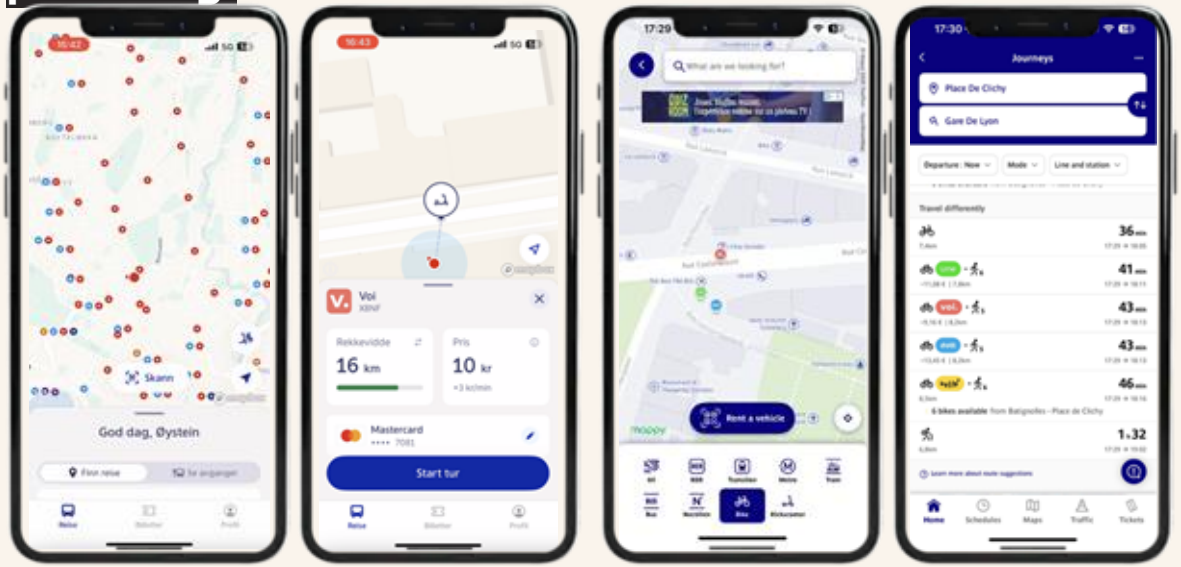
Environment and community partnerships

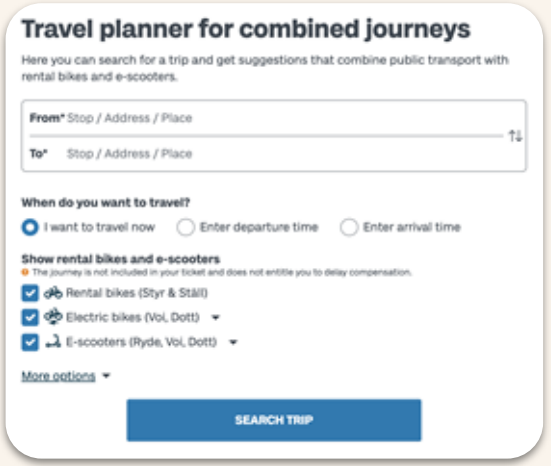
Supporting cities when traditional infrastructure fails

Trends we see in the future

1. Billions of daily data points from shared mobility will change how cities plan traffic and infrastructure.

2. The next policy challenge is how micromobility integrates seamlessly into ticketing systems, apps, and public transport planning.



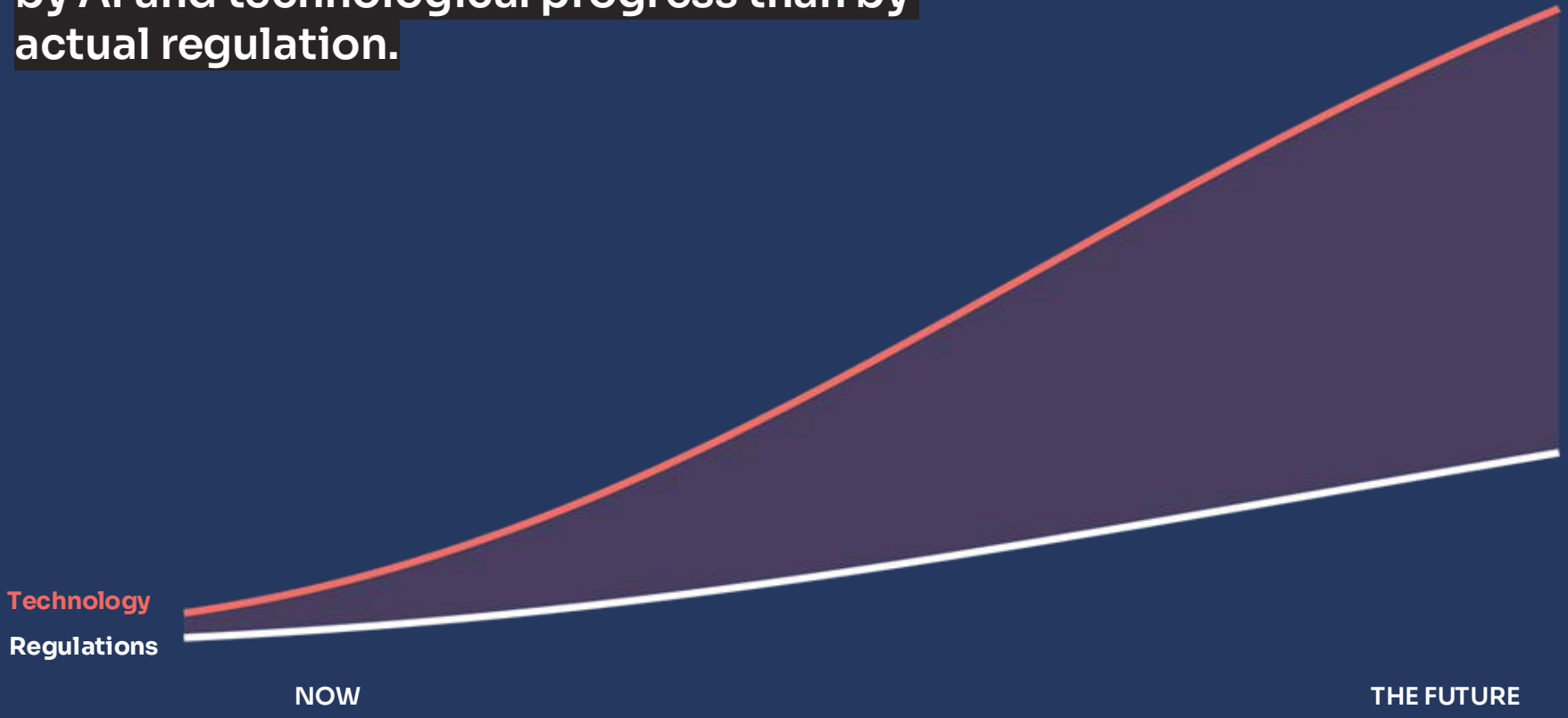


Shared micromobility integrated in public transport apps like Ruter in Oslo and RATP in Paris.

PT in Sweden is so far only in piloting phase, where Västtrafik have come the furthest.

3. Commercial shared e-bikes will challenge the old-school model of traditionally subsidized city bike schemes.

4. Today's challenges will be solved faster by AI and technological progress than by actual regulation.



voi.com

voi. Cities made for living

Thank you!

Tina Ghasemi Liljekvist
Head of Public Policy

tina.ghasemi@voi.com