

## **SITAEEL LAUNCHES VAIMOO, THE NEW VEHICLE SHARING PLATFORM CHOSEN BY THE CITY OF COPENHAGEN**

*After the first shown at the C40, VAIMOO was presented in Paris during the Autonomy & The Urban Mobility Summit, the annual event that brings together innovators and institutions with the joint objective of changing urban mobility*

**Paris, October 18<sup>th</sup> 2019** – First ride for [VAIMOO](#), the Vehicle Sharing system designed to revolutionize the urban mobility of the future and developed by the Digital Transformation division of [SITAEEL](#), the largest privately owned space company in Italy and worldwide leader in the small satellites sector.

Based on a flexible and multi-vehicle platform, **VAIMOO** uses the potential of IoT technologies to offer more efficient, safe and user-friendly smart mobility services. The system has been presented during the **C40 World Mayor Summit 2019**, the largest climate summit involving mayors and leaders from 96 cities across the world, this year held in Copenhagen.

The Danish capital, international centre for green mobility, will be the first city to adopt VAIMOO for its e-bike fleets, thanks to the partnership signed by **SITAEEL** with **Bycyklen**, the main operator of the bike-sharing scheme in Copenhagen.

The first stage of the agreement sees the integration of the innovative features developed by the Italian company with the Bycyklen system (with **400 thousand active users**) and, starting from 2020, the current fleet will be replaced by the new generation bicycles entirely made by SITAEEL, for a total amount of 2,000 e-bikes.

A strategic project realized thanks to the close collaboration with an important operator, which has made available to **SITAEEL** its bike sharing system and its strong skills in the field

of mobility. In fact, the partnership with **Bycyklen** will allow **VAIMOO** to hit the international market and **SITAEEL** to strengthen, thanks to the experience in hardware and software design, its role as a strategic partner to companies and institutions for the implementation of mobility services and the management of shared urban infrastructures.

**Matteo Pertosa, Chief Executive Officer of SITAEEL S.p.A.** claimed: 'Sustainable mobility is the key factor in the development of Smart Cities. In the future, commuting will become more and more a shared activity that will not require the possession of a vehicle. To achieve this ecosystem, however, we need integrated mobility systems to generate high added value for the communities. VAIMOO has been designed with this intention: to offer to institutions and citizens, vehicles equipped with a multi-modal platform and connectivity services, which are able to innovate the personal transport. Today, thanks to the important agreement with Bycyklen, we are starting from Copenhagen to export our innovative model to other countries.'

**VAIMOO** was officially presented in Paris during the [Autonomy & The Urban Mobility Summit](#) (16-17 October 2019), the annual event that brings together innovators and institutions with the aim of changing urban mobility. During these two days, Sitael presented to the general public the innovation and potential of the new system made in Italy.

Moreover, the **VAIMOO** solution will be also a [Smart City Expo World Congress](#), which will take place from 19 to 21 November 2019 in Barcelona.

## **THE MODEL OF VAIMOO**

**VAIMOO** Vehicle-Sharing is an end-to-end sharing system based on an **open mobility platform** that allows the simple, effective and timely management of traditional bikes and e-bikes, but also electric scooters and kick scooters. Vehicles, equipped with a safe locking system, integrate innovative connectivity features enabling satellite geolocation, access to usage data and diagnostic information of fleets in real time. In the event of an accident or vandalism, the platform allows the timely intervention of operators and repairers of vehicles.

On the user side, the smartphone app defines a new concept of urban mobility, offering a unique experience in terms of accessibility and usability thanks to the integration of the sharing version of MAT, the docking station awarded at the **CES Innovation Awards** in Las Vegas in the *Vehicle Intelligence and Self-Driving Technology* category. Thanks to this technology, with a simple tap of the smartphone, the vehicle is undocked and the sharing session starts.

The app also offers an immersive experience of sustainable transport, enabling the access of the city map to verify the available vehicles for booking, contact the Support Team in case of malfunctioning, take advantage of promotions in order to facilitate, for example, bikes' redistribution operations, pay automatically at the end of the riding session and top up the credit directly with the app by using a credit card or PayPal.

In addition to the **Free-Floating** mode of use, the return of the vehicle and the end of the sharing session takes place in specific bike racks or in **Drop Zones** defined through the platform, ensuring maximum safety of the vehicles.

Flexible and adaptable to several situations for micro-mobility public services, the platform in addition to support kick scooters and electric scooters schemes can be easily **integrated with third-party systems** via API.

**For further information visit** [www.vaimoo.com](http://www.vaimoo.com)

**Images & Press Kit:** <http://bit.ly/VAIMOO-C40>

### **About SITAEEL**

SITAEEL is the largest privately owned Space Company in Italy and worldwide leader in the Small Satellites market. With highly qualified employees and state-of-the-art facilities, SITAEEL is structured in two Business Units: Space and Internet of Things (IoT). The Business Unit IoT operates in the eMobility sector with ESB ([www.esb.bike](http://www.esb.bike)), the first e-bike connectivity solution already adopted internationally by premium bike brands. The same BU operates also in the Vending industry with MatiPay ([www.matipay.com](http://www.matipay.com)), the innovative connectivity and mobile payment solution for vending machines, already installed on several large scale networks. SITAEEL belongs to Angel Group, an Italian holding world leader in Railway, Aerospace and Aeronautics markets. For further information visit [www.sitael.com](http://www.sitael.com)