



Micromobility

MICROMOBILITY PULSE: NAVIGATING THE SHIFT IN URBAN TRANSPORT

Micromobility Newsletter | A Data-Driven Digest on the Vehicles, Players, and Innovations Powering the Future of Movement

Thursday, 8th May, 2025

TOP 10 MICROMOBILITY HEADLINES THIS MONTH

10 Must-Know Moves Shaping Micromobility Right Now

Lime Launches LimeGlider Seated Scooters in Seattle

Lime has introduced 3,000 LimeGlider seated scooters in Seattle, enhancing accessibility with features like a lower center of gravity and step-through design. This addition expands Seattle's micromobility fleet to 14,000 vehicles, including e-bikes and stand-up scooters.

Rivian Spins Off Micromobility Company 'Also'

Electric vehicle manufacturer Rivian has launched 'Also,' a new company focusing on lightweight electric vehicles like e-bikes and scooters. Backed by \$105 million in funding, Also aims to introduce its first products by 2026, targeting urban mobility solutions.

Global Micromobility Market Projected to Reach \$91.2 Billion by 2030

The micromobility market is predicted to grow at a CAGR of 14.5%, up to \$91.2 billion by 2030. This growth is driven by the high demand for eco-friendly transportation options and advancements in electric vehicle technology.

Voi Grow The Fleet With New E-Bike and E-Scooter Models

Swedish micromobility company Voi has introduced three new vehicles are called the Volager 8 e-scooter, the Explorer 4 and Explorer Light 1 e-bikes. These additions aim to strengthen user experience and cater to diverse urban commuting needs.

Leeds City Bikes Presents A New E-Bike Model

Leeds City Council enlarged its bike hire scheme by introducing a new e-bike model and expanding service areas. This move aims to promote sustainable transportation and accommodate increasing demand.

Shared Micromobility Touted as Key to Reducing Transport Poverty in the EU

Cycling Industries Europe and Micromobility For Europe are pushing the EU to adopt shared micromobility—like e-bikes and scooters—as a solution to transport poverty. The goal is to improve access to affordable, sustainable mobility for underserved communities.

Gear Up: Here's What's Coming at Eurobike 2025

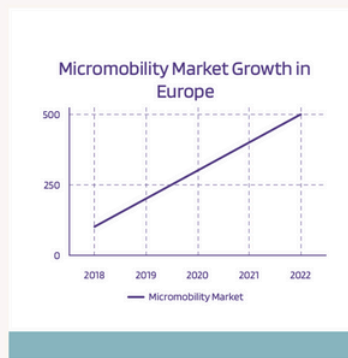
Eurobike 2025 will bring together 200+ startups and industry leaders in Frankfurt to showcase cutting-edge cycling and micromobility tech. Expanded test zones and new formats aim to foster innovation and global collaboration.

Micromobility Market Snapshots:

WHO'S LEADING THE CHARGE IN MICROMOBILITY?

Inside the Race: Which Shared Fleet Is Growing Fastest in Europe?

Micromobility Boom



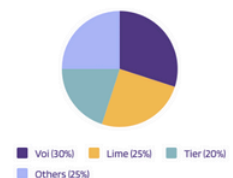
Growing Demand

Micromobility services are experiencing a surge in popularity across Europe, driven by factors such as urban congestion, environmental concerns, and the desire for convenient transportation options.

Competition Heats Up

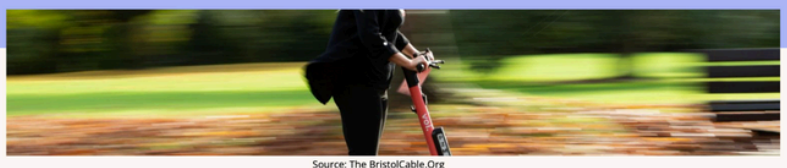
Several major players are vying for dominance in this rapidly evolving market, each with its own unique approach to service offerings, geographic expansion, and business strategy.

Market Share of Major Micromobility Players



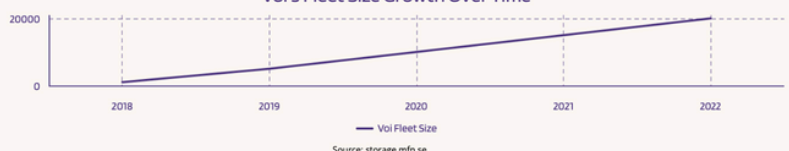
Fleet Growth (2020–2024) – Voi vs. Lime vs. Tier

Voi's Rise



Source: The BristolCable.Org

Voi's Fleet Size Growth Over Time



Rapid Expansion

Voi has made impressive strides in recent years, expanding its operations to numerous cities across Europe and increasing its fleet size significantly.

Toyota Targets Urban Transport with New FT-Me Micromobility Design

Toyota has launched the FT-Me, a compact two-seater electric vehicle designed for urban use. It features solar roof panels, recycled materials, and inclusive access—highlighting Toyota's push for sustainable, accessible micromobility in Europe.

Fewer Vehicles, Better Flow: Austin Optimizes Micromobility Program

Austin cut its shared micromobility fleet by over 2,000 vehicles, yet daily usage per vehicle rose by 12%. Fewer customer complaints suggest improved efficiency and better parking behavior.

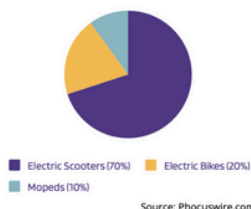
Navigating City Streets Faster with LIFE Micromobility

The EU's LIFE Program supports e-bikes and scooters as tools to reduce congestion and emissions, promoting cleaner, more efficient urban mobility. It plans to boost urban mobility and environmental quality across Europe.

Hop On: Beam E-Scooters Now Rolling Through Albuquerque

Beam Mobility has rolled out its purple e-scooters in Albuquerque with 65 designated stations, offering a sustainable transport option. The launch supports the city's Shared Active Transportation Program with plans for gradual fleet expansion.

Composition of Voi's Fleet



Source: Phocuswire.com

Focus on Sustainability

Voi has prioritized sustainability, incorporating eco-friendly practices into its operations, such as using recycled materials for...

Voi's Number of Partnerships Over Time



Source: TheStreet.com

Partnerships & Innovations

Voi has actively sought partnerships with cities and local businesses to enhance its service offerings and foster a more sustainable transportation ec...

In Conclusion: The micromobility landscape is evolving rapidly, with dynamic. With companies like **Lime**, **Lime** leads in scale and revenue, **Voi** and **Tier** are vying for market share. **Voi** shows a strong European growth, and **Tier** emphasizes sustainability and smart logistics. To compare further, in the owned space, brands like **Beam Mobility** and **VanMoof** cater to premium urban cyclists demanding tech-enabled performance. The micromobility future of Micromobility in Europe is promising, with the potential of further growth and a shift towards more sustainable urban transportation.

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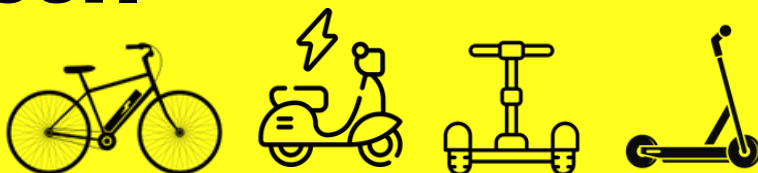
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