

MediaCityUK

# Lime in the UK

11 October 2022

UKI-Policy@li.me





# Who we are



# About Lime

- We're on a mission to create **a future of transport that is shared, affordable and carbon free.**
- The world's largest, and **UK's most experienced, provider of shared e-bike and e-scooter services.**
- Operating in more than **250 cities across 36 countries**, and the only micromobility operator with services in 5 continents.
- Safely delivered +350 million multi-modal, emission-free trips globally, with a global fleet of 250,000 e-bikes and e-scooters.





# Lime in the UK & Ireland

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**12 million**

Rides

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**3 million**

Car trips replaced

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**1.2 million**

Users

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**21 million km**

Total distance travelled





# GEN 4 SCOOTER

The safest, smoothest, most sustainable Lime scooter yet.

- 1 Swept Handlebars**  
Angled for maximum ergonomic comfort
- 2 Best-in-Class Firmware**  
Proprietary, industry-leading firmware including immediate geofencing response
- 3 Strong Aluminum Frame**  
Sturdier and longer-lasting frame to improve vehicle lifetime with IP67 waterproofing
- 4 Enhanced Suspension**  
Mountain bike-inspired front suspension for a smoother ride
- 5 Wheels**  
Pneumatic tires to tackle the toughest road conditions with 12" (30 cm) front and 10" (26 cm) rear
- 6 Tap-and-Ride**  
Wireless option helps riders tap and ride
- 7 Swappable Battery**  
Long-range lithium-ion batteries with 25-mile (40-km) range
- 8 Dual Handbrake**  
Comparable to bike handlebars, it is more intuitive and gives riders greater control
- 9 Lower Deck**  
Lower center of gravity for a sturdier ride while making it easier to step on and off
- 10 Double Kickstand**  
Increased vehicle stability when parked

Dimensions: 52" L x 23" W x 45" H (132 cm L x 59 cm W x 115 cm H) Curb weight: 60 lbs (27 kg)



# Salford E-Scooter Trial



# Trial Statistics

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**425,000**

Rides

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**83,000**

Users

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**750,000 km**

Total distance travelled

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**83%**

Repeat rider trips

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**14 minutes**

Average trip duration

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**1.8 km**

Average trip distance





# Sustainability

**106,000**

Car trips replaced

**190,000**

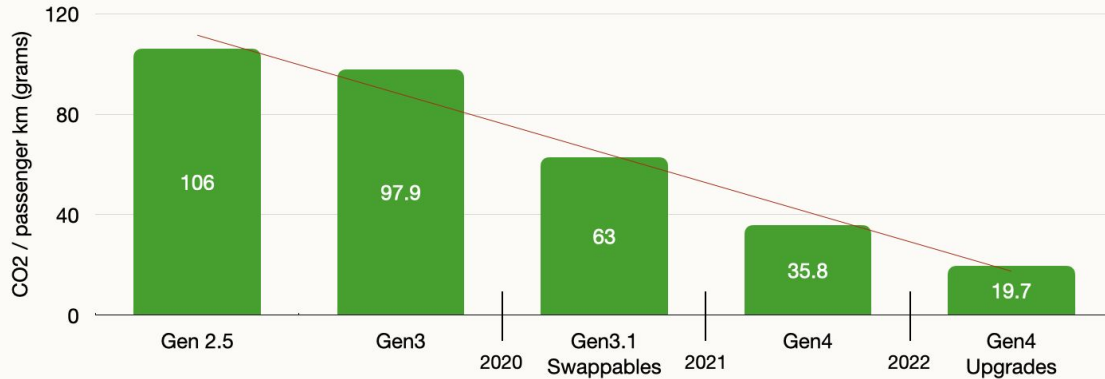
Car km replaced

**26 tonnes**

CO2 emissions saved

**78%**

Functional trips







# Usage Patterns

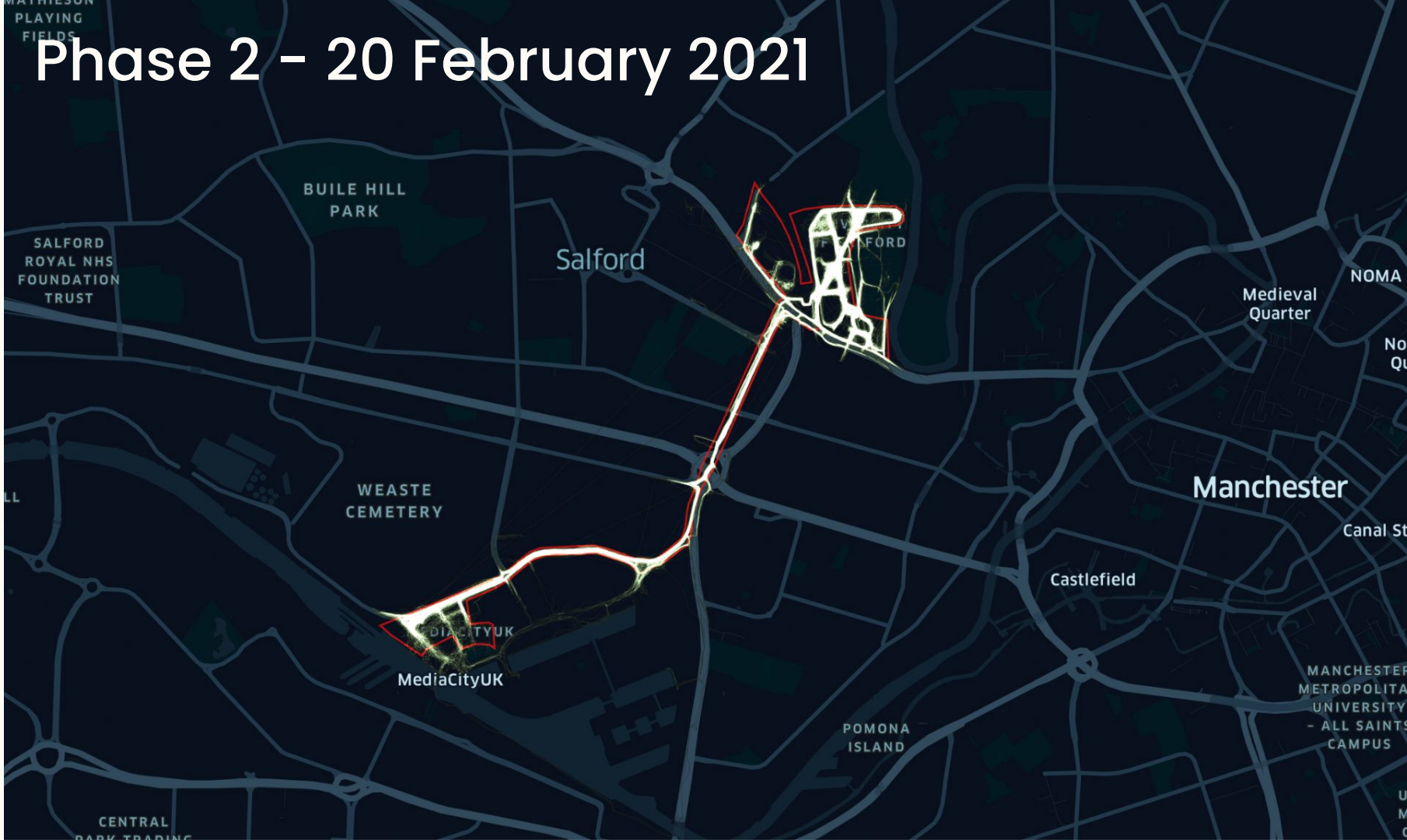


# Phase 1 – 26 October 2020



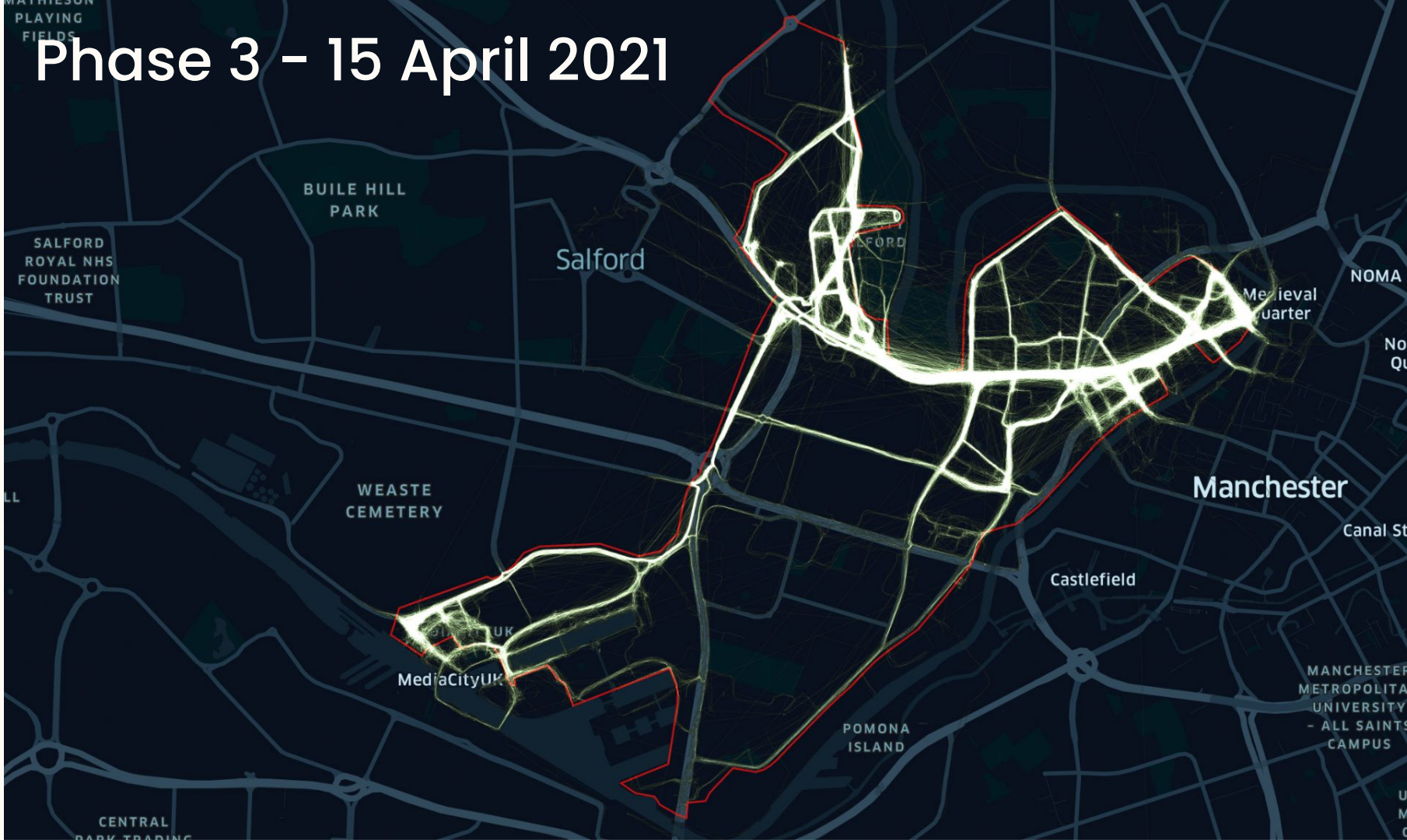


# Phase 2 – 20 February 2021



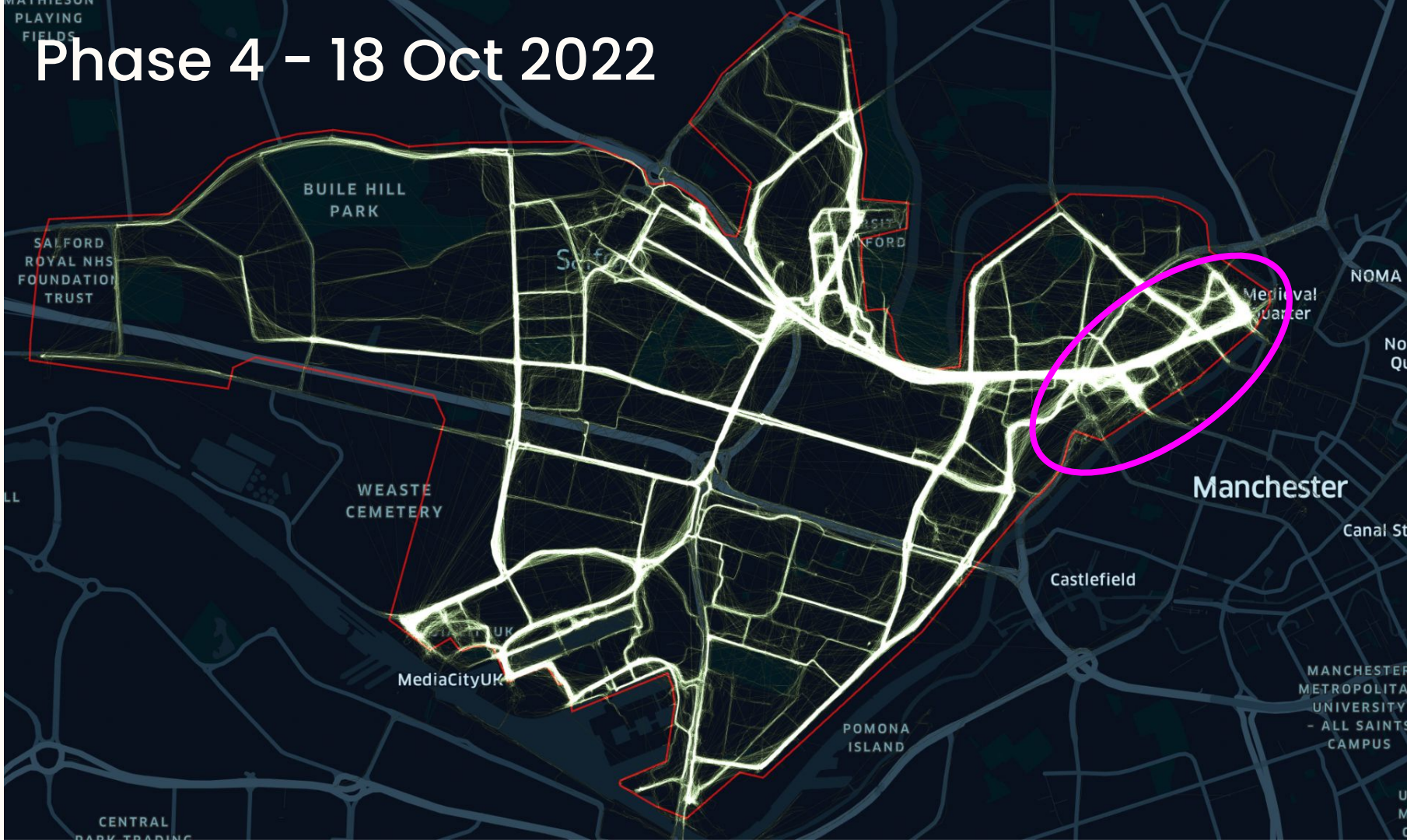


# Phase 3 – 15 April 2021



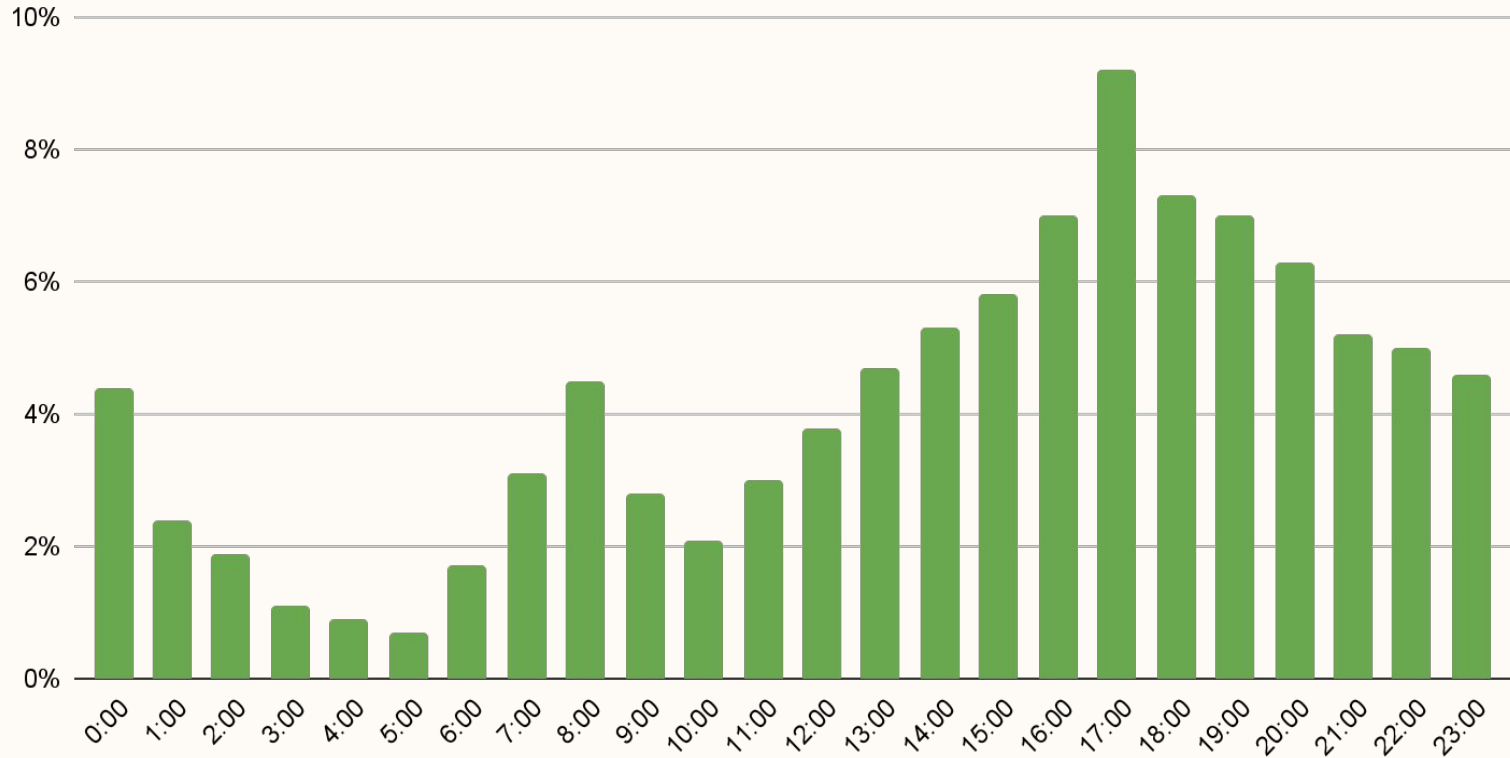


# Phase 4 – 18 Oct 2022





# Time of day





# Lime Rider Survey



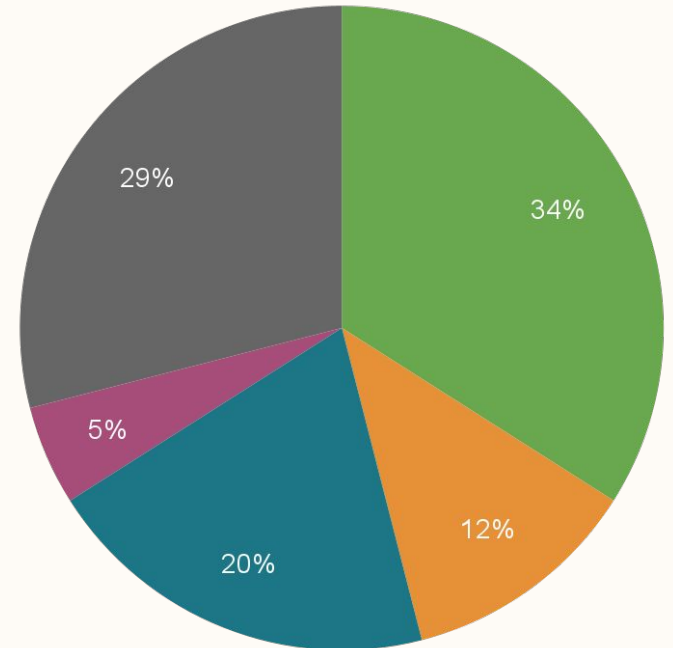
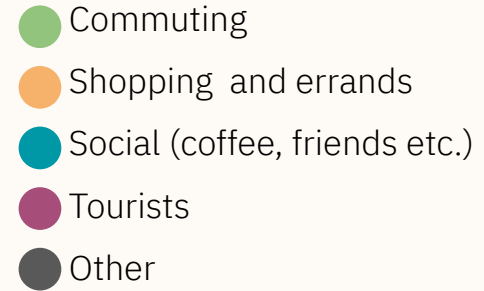
# Why Lime?

## Connecting to public transport

- 63% of riders said Lime helped them access public transport.
- 81% of riders said Lime made them more likely to use public transport or less reliant on on a car.

## Quality of service

- 70% said Lime vehicles were better than competitors.
- 83% said Lime vehicles were better maintained than competitors.
- 81% said they offered a more comfortable, confident ride experience.







## Community

- 92% of riders said Lime felt like a part of their community.
- 88% of riders said Lime makes it easier to live and stay in Salford.

## Economic Opportunity

- 50% can now more easily reach work, job opportunities, or education and training.
- 55% of riders said Lime made them more likely to visit local businesses.
- 55% believe Lime makes it easier to visit parts of the city that were previously not accessible.





# Looking ahead



# 46%

of survey respondents believe they would use rental e-scooters in Greater Manchester to make trips that would otherwise not have

# 59%

of Lime riders think Lime e-scooters will make Greater Manchester a more attractive place to live

# 45%

of Lime riders earn below the Greater Manchester median income



# 68%

of survey respondents think Greater Manchester should have an e-scooter scheme in future.

