



RIDE ON

PRO E-SHARING MOBILITY



Welcome

We are Ride On

Ride On is a company with an international vocation that develops and **implements technological solutions** with the objective of establishing shared electric mobility systems in cities.

We are an **innovation reference** in the sector with projects that have become a milestone in shared mobility.

We are different

our values

Innovators

Exclusive technology

Our innovative perspective and the use of the most advanced technologies enable us to create revolutionary mobility solutions, designed to provide the user with an attractive and safe experience.

Optimized

Higher revenues

The implementation of the E-Bike system increases the number of users and trips. Our modular design and software optimizes our investment in equipment by the use of the collected data.

Ecological

CO2 saving

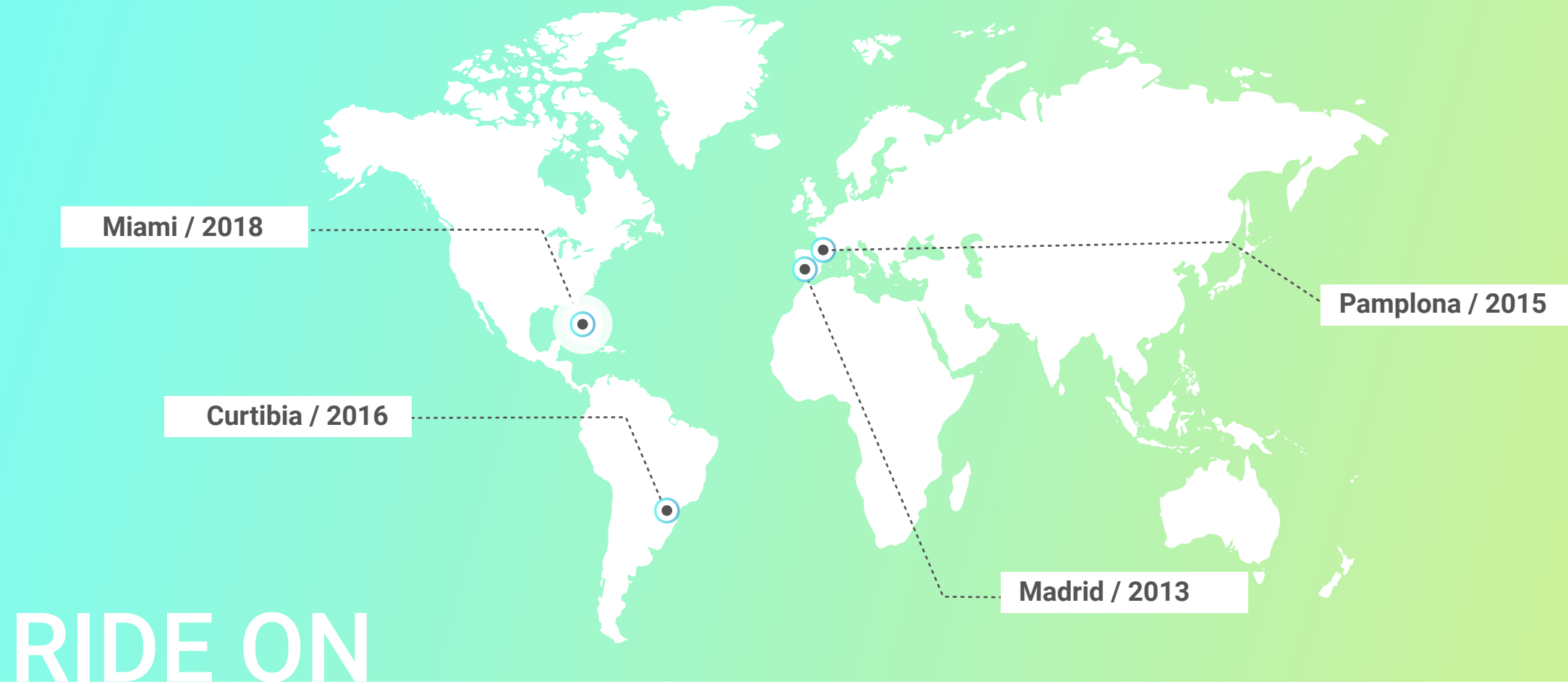
By choosing Ride On, citizens and tourists will use a zero emissions transport, and by tracking our fleets we are able to calculate with accuracy the carbon footprint avoided.

Connected

Easy implementation

Our E-Bike sharing system can be fully implemented in practically any territory, regardless of the orography and the local climate, providing a personalized solution in each case that helps connect cities with people.





RIDE ON in the world

New generation of E-Bike Sharing

The impact of Ride On in large cities is growing as they rely on efficient and safe mobility, which allows citizens to connect with their everyday life efficiently and quickly.

MIAMI-DADE COUNTY

public transport system

Ride On has been recently secured by Miami-Dade County as the exclusive company for Bicycle Sharing Services at all transit owned facilities, including metro rail and metromover.

Ride On will be the only existing electric bike sharing system with charging stations in the County and it will attract both residents and tourists attention because of the benefits that electric bikes bring to people.

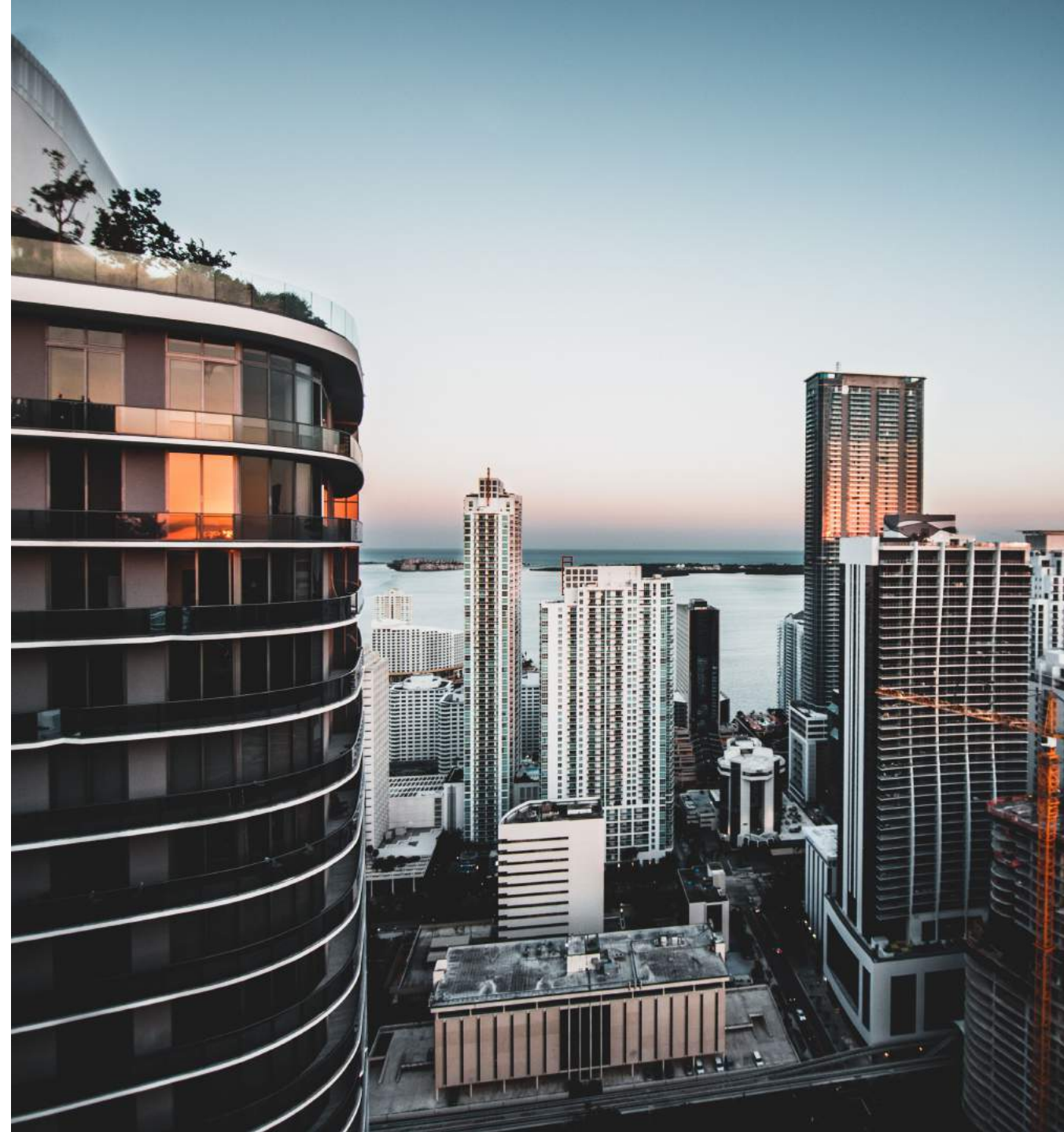
Intermodal transport project to provide services to all cities willing to join the program. An E-Bike Hub will be located at each public transport station being the backbone of the Ride On network to be deployed in each city to cover the last miles.

Public transport system - Easy card

The system will be fully integrated with the other public transport strategically placed to increase the transport network and merged with other mobility platforms.

Kick off 2018:

- +2000 e-bikes
- +4000 docking/charging points
- + 120 stations





Our target

Public Administration

Ride On has previous experience in other cities where the system is implemented in a massive way.

The service is an effective improvement of mobility in the city where it is implemented, returning territories to citizens, reducing CO2 and connecting people in a cleaner way.

Private fleets

Large companies and office complexes

Ride On can be integrated as a private fleet in companies, connecting them with the public transport system, improving the displacements in areas of business, in logistics parks and industrial areas.

Tourism sector

Ride On improves the service of bicycles offered by hotels because it is connected to the public system with a security and control system that improves the current offer. In addition, it turns the service into a generator of benefits.

University campuses

Ride On is the best mobility solution for academic environments, campus and health sector.

Others

Ride On allows you to install a charging station at a particular level.



OUR SYSTEM

E-bike

General characteristics

Structure

Low bar frame

Weight

52 Lbs

Size

6 x 6,23 x 2,13 (ft)

Material

Aluminium 6061

The E-Bike has an exclusive design that keeps its own technology discreetly protected, without sacrificing comfort, design and security measures. In addition, the ergonomic design facilitates gear shifts and the use of the turn signals.

GPS

The user is connected to the system and it contributes to the prevention of vandalism.

Electric Motor

Engine designed to assist the ride.
Three speeds and different levels of assistance.

Blinkers

Blinkers provide safety driving in the urban area.

Anchor Point

Our e-bike gives a mobility solution to citizens through a smart charging system.

Smartlock

Users can stop wherever they want due to a smart lock that gives the opportunity to park temporary without closing the trip.



Dock

General characteristics

Structure

C-shaped folded structure

Weight

50 lbs

Size

30 x 7 x 6 (ft)

Material

Galvanised steel

The docks are endowed with a weatherproof solidity, possible vandalism or improper use. In addition, they have been developed to optimize the intelligent charging process of the e-bike.

Informative screen

Space from where the load point interacts with the user.

Light RGB

Indicators of the status and availability of bicycles

NFC /Bluetooth reader

Reading of NFC cards and terminals.

Anchor Point

System to anchor the e-bike with base patented by Ride On that, in addition, includes alarm in case of attempted robbery (Smart charge).



Kiosks

General characteristics

Kiosk

Structure

Advertising display panel.

Weight

772lbs

Size

8,5 x 4,1 x 1,15 (m)

MiniKiosk

Structure

Wardrobe with retractable door and ventilation.

Weight

198 lbs

Size

3,52 x 1,38 x 1 (ft)

Cupboard

Structure

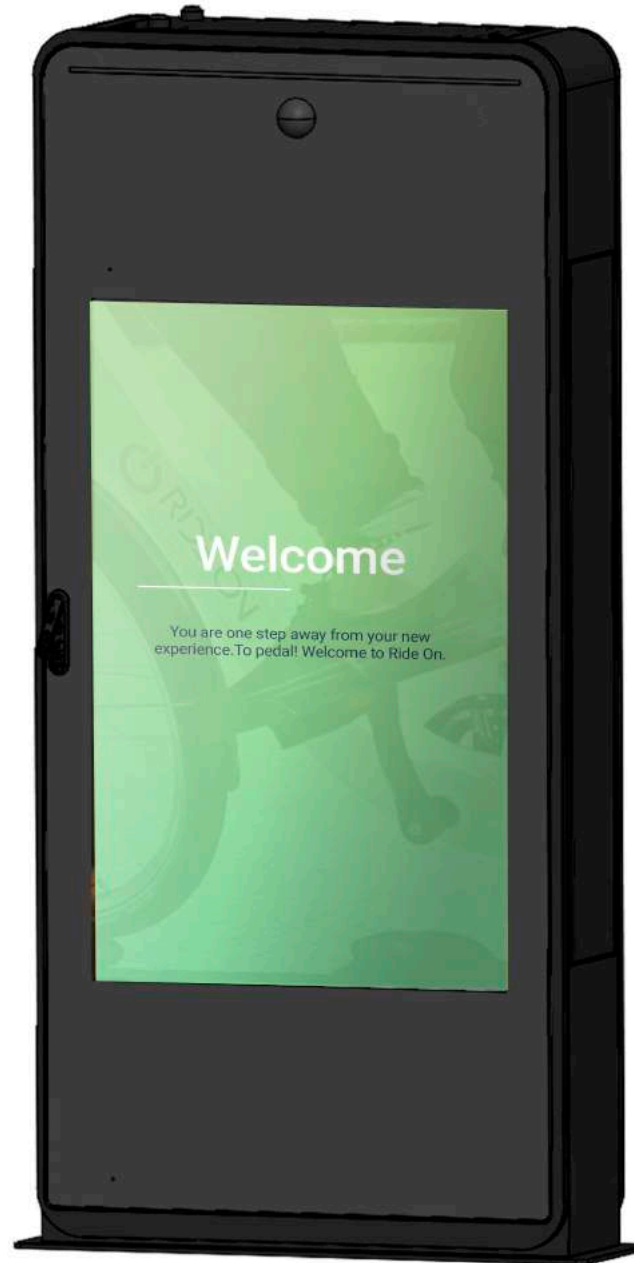
Wardrobe with retractable door and ventilation.

Weight

110

Size

1,3 x 2,95 x 0,87 (ft)



Charging Station

General characteristics

Structure

A kiosk, several anchors and their corresponding platforms

Weight

Variable. According to the size of the station

Size

Variable. According to the size of the station

Material

Galvanised steel and ABS

The anchors are equipped with a weatherproof solidity, alarms to avoid vandalism or improper use. In addition, Energy is saved through our smart charge system. The E-Bike, can be released with NFC cards or using the mobile app .

Kiosk

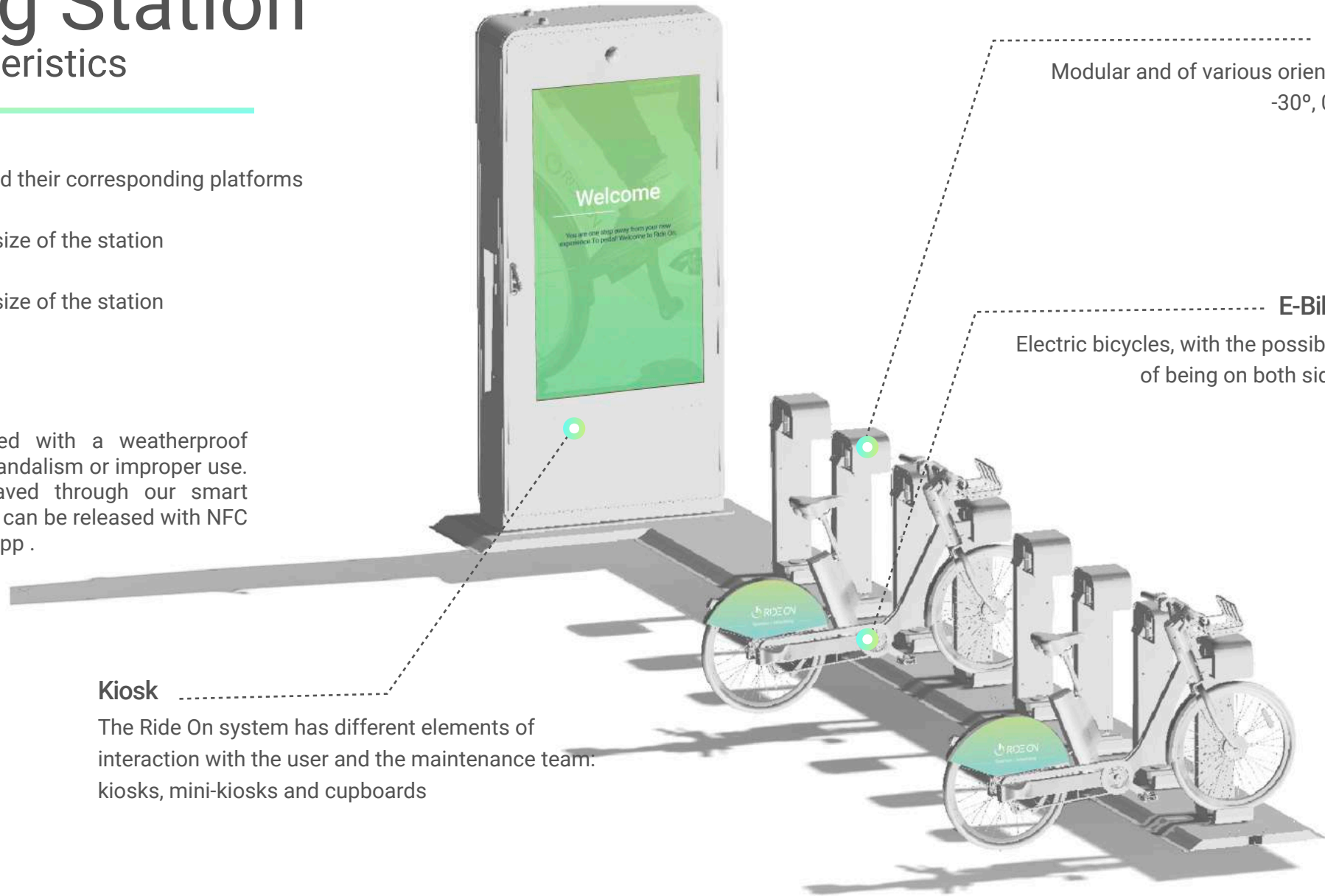
The Ride On system has different elements of interaction with the user and the maintenance team: kiosks, mini-kiosks and cupboards

Docks

Modular and of various orientations
-30°, 0°, 30°.

E-Bikes

Electric bicycles, with the possibility of being on both sides.



Hybrid Dockless System

General characteristics

Smart Lock

The Ride On system permits you to make stops thanks to the smart lock, a system of temporary blocking of the e-bike in strategic points of the city.



Temporary Stop

Users can stop wherever they want due to a smart lock that gives the opportunity to park temporary without closing the trip. By using the padlock, e-bikes keep fully integrated into the urban space without causing the usual discomforts of others systems.

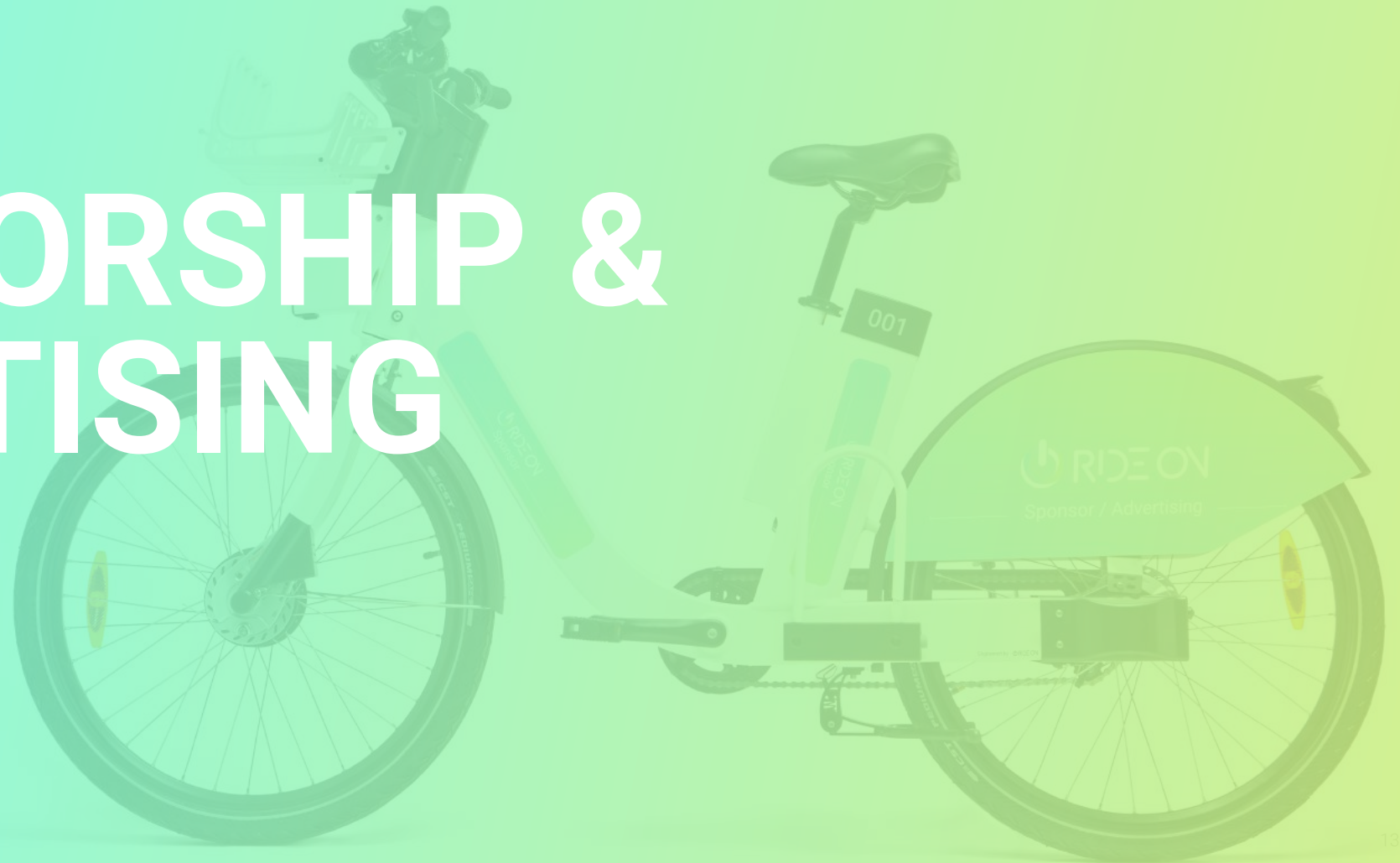


Virtual Station

If the user wants to close the trip, the e-bike has to be parked in those places that are intended for it, our U-racks or conventional racks. As it happens in all Ride On parking systems, the e-bikes remain well parked without impacting in the urban space.



SPONSORSHIP & ADVERTISING



Advertising Space Global Exposure

The Revenue Driven Marketing Media (RDMM) system integrates brand messages into the user's experience, without being aggressive and adapted to the preferences of customers.

1 E-Bike

The advertising support is used by the user with a design that maximizes the presence of the brand, turning it into a mobile support.

2 Dock Charging Point

Docks can also be themed and integrated into advertising campaigns. Stations and anchors are a fundamental part of our shared mobility system. With more than twenty anchors, stations represent a differentiating example to show the best messages of your company.

3 Kiosk

Kiosks are the devices that interact with the user within the station, in addition to managing the anchor points. Thanks to its touch screen, they are a tool that has a direct impact on the user.

Advertising Space Global Exposure

4 Stations

4.1 The charging station is the space with the greatest advertising impact because it is where we find several supports together. In this space the e-bikes, the docks, the mupi and the minikiosk are combined, effectively reaching the target audience.

4.2 The virtual stations. The Ride On system allows to make stops thanks to the Smart Lock, a system of temporary blocking of the e-bike, in strategic points of the city. The smart lock is integrated into the bicycle frame and allows the e-bike to park far from the anchor and recharge station. These stops are also adapted to become a space where you can introduce advertising messages.



Advertising Space Loyalty

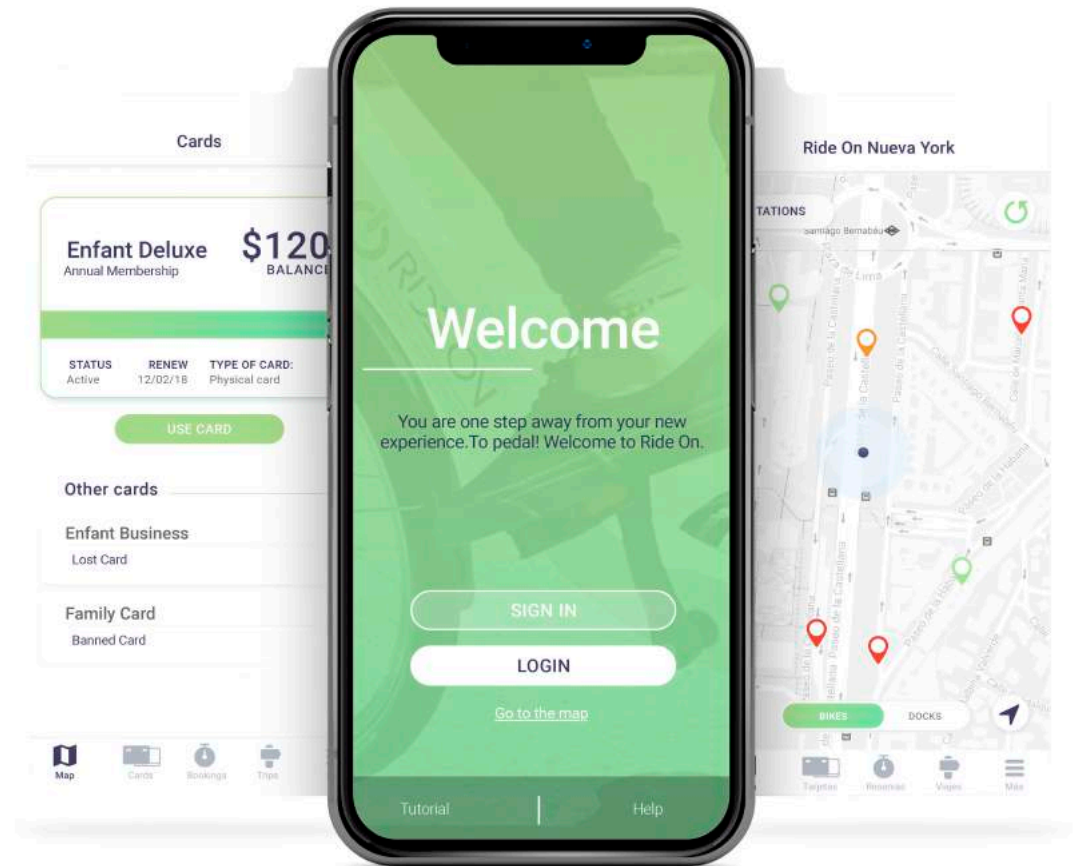
5 App

The user uses the Ride On mobile application to register or log into the system, buy or reload the card, start and end the trip, view the map with the available stations, access their private profile, report incidents or book bicycles or stations in advance.

For this reason, the app is a fundamental tool to interact with the user in a virtual way.

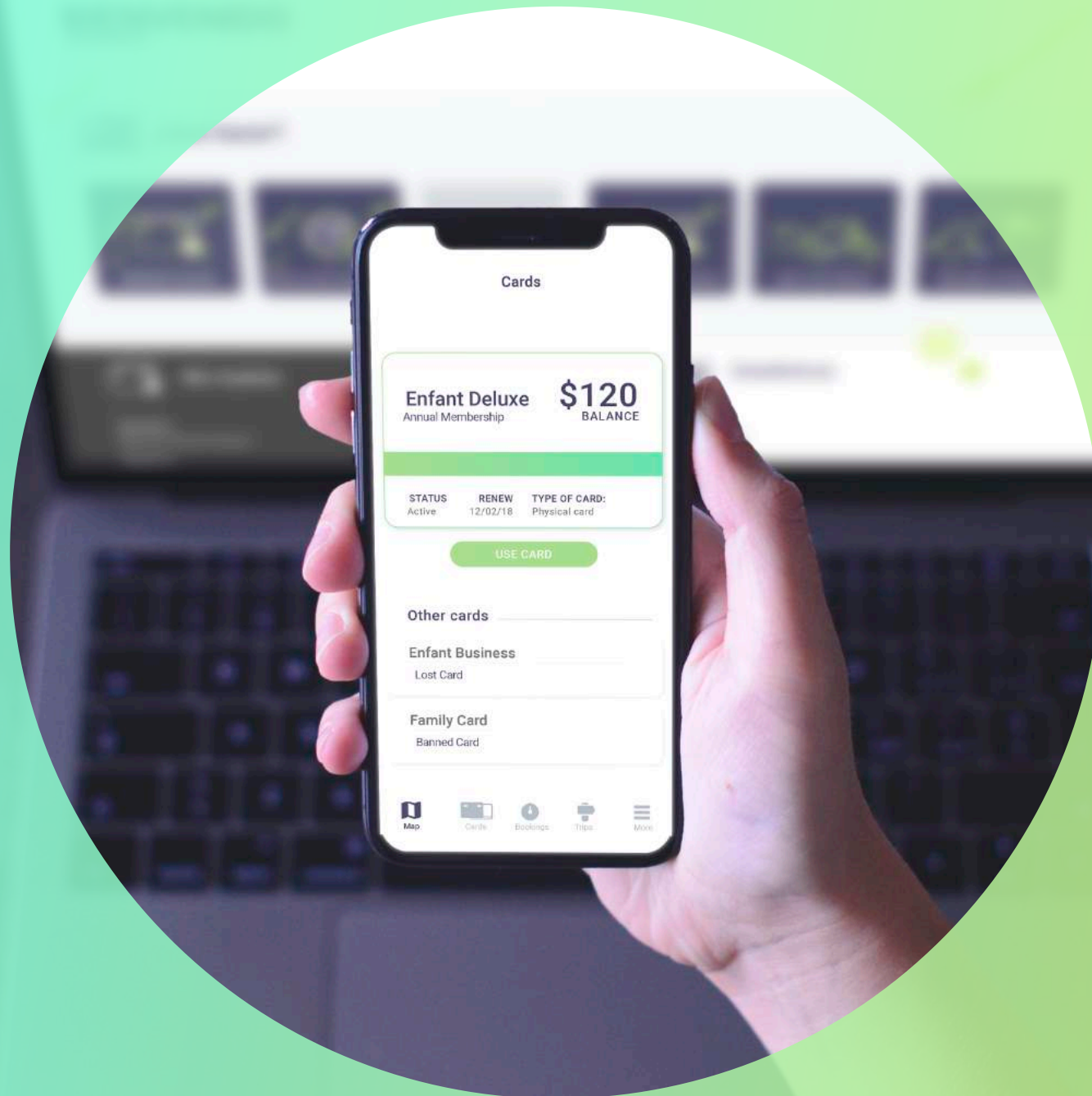
6 Website

Nowadays, shared mobility service companies reach 95,000 monthly visits on their website.



LOYALTY PROGRAM

Ride On will launch a loyalty program so we can offer exclusive benefits to the users thanks to the agreements previously defined both with the sponsor and with the partners of the program as well as with the private companies that participate in it.





Why Ride On

- Flexible and safe system
- Integrated system with intermodal public transport
- Best UX due to the Ride On system
- Integration of brand messages with user experience (Revenue Driven Marketing Media)
- Generator of benefits instead of spending for brands
- With the possibility of geomarketing and micromarketing
- Activation of districts
- Unique system with virtual stations and smart lock
- Customization of advertising and audience segmentation
- Loyalty programs to promote the service



Thank you !
