

## TIER Mobility starts pilot project with public transport provider HSL and sells tickets through own app

- **Users from now on can purchase HSL tickets through the TIER app and receive a benefit of free unlocks or free minutes to TIER services**
- **The pilot project with HSL is a novelty for TIER as it's the very first time the service of a public transport provider can be purchased through TIER's app**
- **Another step for TIER towards providing cities with holistic mobility concepts from a single source**

**Berlin/Helsinki, July 17, 2020** – TIER Mobility, the leading European provider of micro-mobility solutions, announces the start of a pilot project with public transport provider HSL, responsible for the Helsinki capital region, that allows customers from now on to buy HSL tickets through the in-app store of the TIER app, providing them with additional benefits.

TIER's cooperation with the public transport provider HSL, is not only an important step for the micro-mobility provider to expand its offer in Finland but also a novelty for TIER in terms of execution. Although the company currently has partnerships with public transport in 7 countries and almost 30 cities across Europe, it is the very first time that TIER offers the service of a public transport provider in its app for sale.

From now on users will be able to purchase HSL AB single tickets in TIER's in-app store. The price of a single ticket for the AB zone will remain the same as when purchased through the HSL app. However, in addition to the HSL ticket, the customer will also receive either 1 free unlock or 5 free minutes of driving time for their next TIER ride. The initial campaign is valid until the end of August 2020.

*Katja Ojala, General Manager Finland at TIER Mobility:* “We are very excited about this pilot project with HSL, as such partnerships between public transport and micro-mobility providers increase attractiveness and adoption of both services. Furthermore, it is an important and first step to seamless integration of all forms of transport, to ensure citizens have access to the right form of mobility to meet their needs, at the right time, and in the most convenient place.”

“We’re delighted to promote the use of public transport among the e-scooter riders through this campaign”, says *Jemina Uusitalo, Leading Maas specialist from HSL.*

By cooperating with and complementing public transport, TIER provides easily accessible micro-mobility options for the first and last mile of journeys - which, when paired with public transport - gives people a viable multimodal alternative to using a private car.

In Helsinki, TIER e-scooters are currently available in the metropolitan area of the city and the Otaniemi area covering all of HSL’s main public transport hubs. With the help of its active street-patrol team, TIER commits to maintaining its fleet in perfect order as well as keeping it clean and hygienic for the next users. In the future, TIER is looking into expanding the area of operation in alignment with the AB zone. To ensure the safety of its citizens, TIER will also continue its active collaboration with the cities of Helsinki and Espoo. The multifaceted cooperation focuses on the development of micro-mobility friendly infrastructure and providing an easy and environmentally-friendly form of mobility to all residents of the Finnish capital region.

### **About TIER Mobility**

TIER Mobility is Europe's leading provider of micro-mobility with a mission to change mobility for good.

The company is a driving force behind the change in the transport sector, which aims to significantly reduce car traffic in cities by providing people with a wide range of electric vehicles.

As part of its commitment to sustainability, the company has adopted the United Nations' Sustainable Development Goals (SDGs) as a guiding framework and has set a clear agenda for reducing and offsetting emissions. As a result of these measures, TIER Mobility has been a climate-neutral company since January 2020.

TIER Mobility operates in 60+ cities in 9 countries. The company is headquartered in Berlin and employs about 500 people. Founders of the company are Lawrence Leuschner, Matthias Laug. and Julian Blessin.

The company's existing investors are Mubadala Capital, Goodwater Capital, White Star Capital, Northzone and many more. In addition, there are selected business angels and individual investors like Formula 1 World Champion Nico Rosberg.

For more information about TIER Mobility, please visit [www.tier.app](http://www.tier.app). You can find more pictures [here](#).

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