

## TIER Reaches 100 City Milestone - Focus On International Expansion, Launch Of E-bikes And Roll-Out Of Its Energy Network

- **New milestone: TIER launches its service in Kraków, Poland, which becomes the 100th city where the company's e-scooters are available**
- **Following TIER's entry into the Polish market, the company plans to launch e-scooters in Hungary, Slovakia and Ireland this Summer**
- **TIER extends its growing suite of multimodal options of e-scooters, e-bikes and e-mopeds**
- **TIER is further rolling out the TIER Energy Network in Germany, France and the UK to power electric vehicles in the most efficient and sustainable way**

**Berlin, May 3, 2021** - Amid the global pandemic, TIER just reached another important milestone, launching its hundredth city: Kraków in Poland. In recent years, shared electric scooters and other micro-mobility modes have won a place in urban transport and become an increasingly important part of local transit, with TIER at the forefront of the sustainable transport revolution. In less than three years, the company has expanded its e-scooter, e-bike and e-moped services to 100 cities, including Paris, Berlin, Oslo and Dubai. TIER's focus for the upcoming year is to significantly extend the company's coverage in Europe and the Middle East and to accelerate its ambitious expansion into new markets worldwide.

With its recent launch in Poland, Europe's leading shared micro-mobility provider entered its twelfth market and continues to develop its footprint in Europe, not even three years after the first TIER scooter had hit the road. As part of its European expansion, TIER also announced today that it will launch its service in Slovakia and Hungary soon and plans to roll out its vehicles in Ireland when the Irish Government passes its e-scooter legislation. Over the last couple of weeks, TIER also significantly extended the company's coverage in Central Europe and the Nordics with new city launches in Lahti (Finland), Borås (Sweden), Tricity (Poland), Herning (Denmark) as well as Flensburg, Ludwigsburg and Gelsenkirchen in Germany.

### **TIER is building out its multimodal offering**

With the addition of e-bikes, TIER extends its growing suite of multimodal options and makes the company one of the first micro-mobility providers to offer riders three different vehicle types on one app. TIER's electric bikes are currently available in Bærum (Norway) and York (United Kingdom) and will also be launched in St. Gallen (Switzerland) and in several other European markets this year.

“We're excited to reach the milestone of 100 cities, where TIER provides the safest, most equitable and most sustainable mobility solution”, says **Philip Reinckens, VP & Regional General Manager DACH & CEE at TIER**. “Clocking more than 45 million trips in such a short amount of time exemplifies that cities around the world look for ways to make their transport networks safer and move towards a zero-emission future.”

TIER riders have already traveled a total distance of around 93 million kilometers, helping save almost 15 million car trips.

### **Preparing to launch the TIER Energy Network across Europe**

In Germany, France, Norway and the UK, TIER is currently also further rolling out the [TIER Energy Network](#), a groundbreaking innovation that will see thousands of battery charging stations installed in businesses to power electric vehicles in the most efficient and sustainable way. Users can easily swap depleted vehicle batteries for charged ones at a network of charging stations hosted by local businesses and will be rewarded with a free trip every time they swap. This enables TIER's local business partners to attract new customers, while reducing the carbon footprint of customer travel.

“We are bringing our unique TIER Energy Network to Berlin, Frankfurt, Munich,, York, Bordeaux, making our micro-mobility service even more accessible and convenient. Riders earn a free trip for a simple battery swap, driving customers to our local business partners and supporting the high street”, says **Philip Reinckens, VP & Regional General Manager DACH & CEE at TIER**. “Our multimodal offering is already having a hugely positive impact on cities when it comes to reducing congestion and pollution. Now thanks to our Energy Network, we can also help local businesses in cities across Europe to reap the economic rewards of TIER's service.”

### **Partnership with leading mobility platform FREE NOW across Europe**

Furthermore, thousands of TIER e-scooters and e-mopeds in France and 8 German cities are now available to book via the FREE NOW app, after TIER and FREE NOW announced that they have signed a strategic partnership. The app integration has already been launched in Paris, Lyon, Berlin, Hamburg, Cologne, Munich, Frankfurt, Stuttgart, Essen and Düsseldorf, with further cities across Europe to be launched throughout the summer.

**Philip Reinckens, VP & Regional General Manager DACH & CEE at TIER**, said: “Our mission to *Change Mobility for Good* is largely about creating strong

partnerships to expand everyone's access to sustainable, easily accessible and multimodal mobility solutions. Teaming up with one of Europe's leading mobility platforms allows us to expand access to our micro-mobility services in Germany, France and other European countries."

As part of its commitment to sustainability, TIER has taken over 5,000 FREE NOW e-scooters, rebranded them to TIER and added them to the fleet. 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 has been a climate-neutral company since January 2020.](#)



TIER

tier.app

### About TIER Mobility

TIER Mobility is Europe's leading shared micro-mobility provider, with a mission to *Change Mobility for Good*. By providing people with a range of shared, light electric vehicles, from e-scooters to e-bikes and e-mopeds, powered by a proprietary Energy Network, TIER helps cities reduce their dependence on cars. Founded in 2018 by Lawrence Leuschner, Matthias Laug and Julian Blessin, TIER is headquartered in Berlin and currently operates in 100 cities across 12 countries in Europe and the Middle East. With a focus on providing the safest, most equitable and most sustainable mobility solution, TIER has been [climate neutral since 2020](#).

TIER's investors include SoftBank Vision Fund 2, Mubadala Capital, Northzone, Goodwater Capital and White Star Capital. For more information, visit [www.tier.app](http://www.tier.app).

### Media contact TIER Mobility

Florian Anders  
Public Relations  
[press@tier.app](mailto:press@tier.app)