

## Rydies focuses on “Micromobility Packages” and supports ADAC with “e-Ride” in Munich

**Rydies provides easy access to bicycle and short-distance mobility for new target groups and companies**

**From 15 July to 31 October 2019, in cooperation with Rydies, ADAC is offering its members in Munich high-quality e-bikes to buy or to subscribe**

**Rydies benefits from the strong market growth of e-bikes and other micromobility solutions**

The start-up company Rydies has developed a new product and sales concept in cooperation with Europe’s largest mobility club. ADAC offers this product to its members in Munich in an initial launch phase from mid-July to the end of October 2019. With ADAC e-Ride, members living in the Bavarian capital will have nearly four months’ time to obtain high-quality e-bikes (up to 25 km/h electric assist) under an attractive pricing model – either as an immediate purchase, purchasing with a 30-day trial period, or as a monthly subscription with the option to buy. ADAC e-Ride includes home delivery of ready-to-ride bikes with a personal instruction, on-site service and a safety package. “The aim of this offer is to break down the entry barrier to e-bikes and to appeal to those who have never really used bicycles to get to work or for getting around in general,” says Andreas Nelskamp, founder and CEO of Rydies.

With e-Ride, ADAC members in Munich can choose between 3 e-bikes from well-known manufacturers, each in a specific package deal including an “all-round carefree package”:

- Greenstorm, the Austrian leasing specialist for e-bikes, offers an e-bike under a flexible **monthly subscription** including the **option to buy**
- The Dutch startup VanMoof offers a **30-day test ride** of an e-bike for your own daily use, with money-back guarantee within the 30 days if it is not for you
- The sporty BMW Urban Hybrid e-bike is available for **purchase** outright

ADAC e-Ride is the first e-bike package that Rydies has created in cooperation with a partner of this magnitude. It paves the way for the company’s future strategy, which focuses above all on micromobility. “Rydies wants not only to continue creating

added value through the use of data, but also to reach additional target groups with new products for the mobility market. We are putting together white label mobility packages for this purpose, and offering them together with strong partners. The logistics and service partner LiveCycle takes care of the assembly, delivery, instruction and on-site service. Insurance is included in all packages. This takes pressure off the customer and makes it easier for them to opt for an e-bike,” Nelskamp explains the concept behind the new offer.

Rydies’ new strategy gives it a foothold in the strongly growing e-bike market in Germany. And business is even booming with electric micro-scooters, which have only been approved in Germany since June 2019. “Rydies puts together so-called “car-replacement packages” and markets them through partners. That way we can make the potentials residing in sustainable mobility more easily accessible to individual consumers and companies,” Nelskamp asserts. “Our offers are not only limited to e-bikes; rather we are developing them into comprehensive micromobility packages that can be expanded with e-scooters, electric micro-scooters and other mobility options. These other options include favourable permissions for public transport in the form of discounted tickets, for example, or the option for users to take their bike with them for free. Even the advantages of car-sharing offers can be integrated into this kind of micromobility package,” Nelskamp says.

Rydies is bringing the appropriate partners together and developing the operative and technological platform for setting up and operating these services.

**More information:**

Andreas Nelskamp, CEO

Tel: +49 177 5220524

E-mail: [andreas.nelskamp@rydies.com](mailto:andreas.nelskamp@rydies.com)

**Rydies GmbH**, founded in 2017, digitalizes and markets all kinds of information and services relating to bicycles and micromobility. Rydies helps companies to create new and better services for greater mobility on two wheels, and thus to relieve the congestion on city roads. The cooperation with strong partners to offer e-bikes and other micromobility solutions is the latest strategy aimed at achieving this goal.

### About ADAC SE

ADAC SE, based in Munich, is a joint stock corporation under European law that offers mobility-oriented products and services for ADAC members, non-members and companies. It consists of 34 subsidiaries and associate companies, including ADAC Versicherung AG, ADAC Finanzdienste GmbH, ADAC Autovermietung GmbH and ADAC Service GmbH. As a growth-oriented market player, ADAC SE is promoting the digital transformation above all businesses, involving innovation and sustainable technologies. In fiscal 2017, ADAC SE had around 3400 employees and achieved a turnover of 1.165 billion euros and a profit before taxes of 125.5 million euros.

### About the partners

Bicycle partners are **BMW** (purchase), **VanMoof** from the Netherlands (purchase + 30-day trial) and **Greenstorm** from Austria (monthly subscription with option to buy). Our service and logistics partner is LiveCycle from Munich. Bikmo from Munich/UK offers special bicycle insurance deals.

### The specific offer

The **BMW** Urban Hybrid eBike, a sporty, elegant lifestyle e-bike for ambitious cyclists, is available to buy at a preferential price of 2,198 euros. The **VanMoof** Electrified S2, a design-oriented e-bike with many features that can be controlled from an app, is ideal for an urban environment and is available for 2,498 euros. Those who purchase the VanMoof have a 30-day trial period during which they can return the bike for a full refund. The company **Greenstorm** offers the Univega Geo Light B, a classical all-round bicycle fully equipped for the city. This e-bike is offered under an attractive subscription model: in addition to a one-time starting fee of 198 euros, the customer pays 89 euros a month for a contract term of at least 12 months, or 98 euros for a term of at least 6 months. During this period, there is the option to buy the bike at any time, where Greenstorm will offer a discount of up to 40 percent on the purchase price based on the amount of kilometers driven. That means, the more the cyclist uses the e-bike during the leasing period, the greater the discount will be on the final purchase price.