

## Rydies manages new e-mobility subscriptions for ADAC and BOGESTRA

**As of May 2020, Rydies and ADAC are offering new e-mobility subscriptions throughout Germany.**

**On behalf of ADAC, Rydies now operates the e-Ride Shop for high-quality e-bikes and e-mopeds starting from €59/month including an all-round carefree package.**

**The existing e-subscription deal with public transport operator BOGESTRA, running since November 2019, is being upgraded to include public transport tickets.**

**Demand for personal e-mobility has increased further as a result of the corona crisis.**

Munich-based start-up company Rydies develops and operates innovative micromobility solutions for the urban region, and promotes these together with wide-reaching partners. As of 25 May 2020, ADAC members can order high-quality e-bikes and e-mopeds from renowned manufacturers on attractive terms from ADAC's e-Ride subscription shop ([www.adac.e-ride-shop.de/](http://www.adac.e-ride-shop.de/)). "The aim of the offer is to break down the entry barrier to e-bikes and other electric two-wheelers, and to appeal to those who have never really used these modes of transport for commuting or for getting around in general," says Andreas Nelskamp, founder and CEO of Rydies. ADAC and Rydies have enjoyed a successful partnership since July 2019. This has inspired ADAC, Europe's largest mobility club with more than 21 million members, to expand the scope of its services. Statistics for 2019 show that some 1.36 million e-bikes were sold in Germany alone, "but many consumers are still intimidated at the thought of high acquisition costs, potential repairs, good insurance deals, and uncertainty about depreciating value," says Mahbod Asgari, board member of ADAC SE. "With ADAC e-Ride, we offer an all-round carefree package that gives our members easy and flexible access to modern mobility."

ADAC e-Ride is a place where you can order and pick up roadworthy and ready-to-ride e-bikes and e-scooters, complete with personal instruction, from service

partners in over 20 cities. Repairs, maintenance, and AXA insurance are all included in the monthly subscription price starting from €49. Customers can choose from more than 15 electric two-wheelers offered by a range of renowned brands. “In this way, we can reach new target groups who have never or rarely ever travelled on two wheels before,” Andreas Nelskamp explains the concept, which is also open to other partners. While ADAC is using its brand strength to promote the deal, Rydies is in charge of operations and closing the contracts with customers. “For other mobility and public transport companies, we offer our White Label platform,” Andreas Nelskamp explains a further option for future expansion. “Our partners can thus reach new target groups and tap into new markets without having to worry about the design, implementation, and operation.” Rydies is backed by the strong sales and marketing power of its partners.

Rydies’ electromobility services are not limited to e-bikes only, as can be seen from its cooperation with the public transport company Bochum–Gelsenkirchener Straßenbahn AG, BOGESTRA. As of November 2019, customers of BOGESTRA are able to use a new micromobility service that includes e-bikes, e-mopeds and e-kick scooters. At [www.mein-e-abo.ruhr](http://www.mein-e-abo.ruhr), there are many different models on offer with many included services and public transport tickets. “BOGESTRA thus appeals to new target groups and opens up new sources of revenue. Depending on weather and distance, personal-use vehicles make a sensible addition to bus and rail,” says the head of the project, Verena Obergfell of BOGESTRA.

In view of the current corona crisis, Nelskamp anticipates a further rise in demand for personal e-mobility. Even last year, e-bikes sales in Germany passed the one million mark, according to the German Bicycle Industry Association (ZIV). Currently, they make up 30% of all bicycles sold. “In line with this positive trend, our mobility subscriptions, presented through the wide-reaching communication channels of our partners, offer an affordable, flexible and carefree entry into e-mobility. And those who are fully convinced after a few weeks can still buy their vehicle at an unbeatable price.”

#### **More information:**

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