



Embark Dundee e-bike sharing scheme set to launch

400 electric bikes will be deployed throughout the city from the autumn

September 24th 2020, Dundee (Scotland) – A new e-bike sharing service is set to arrive in Dundee this autumn, and will be the largest e-bike share service in Scotland. The fleet will be funded and operated by Ride On, an international urban mobility company, and their delivery partner Enzen, a global knowledge enterprise specialising in utilities, following appointment by Dundee City Council.

Embark Dundee will be the scheme name, with Embark Group, a pioneer in digital investment savings and retirement solutions with a significant presence in Dundee, providing the flagship sponsorship to help deliver the service.

There will be 400 e-bikes distributed across 40 stations around Dundee, providing a new solution for commuters and visitors to move around the city, as well as for leisure. In particular, it will better connect the University of Dundee campus, major workplaces and visitor attractions owing to the strategic placement of docking stations in these areas.

The pedal assisted bikes are easy to ride and safe to use, with a front light and indicators to increase users' visibility among other vehicles and public transportation services, as well as a smartphone holder for navigation.

The service will be accessible via an app, website and kiosks, enabling users to complete the registration process, purchase a plan and interact with the whole system easily and efficiently.

Mark Flynn, convener of Dundee City Council's City Development Committee, said: "With our large student population, considerable number of flats and tenemental properties where bike storage could be an issue, and plenty of steep hills, we are the perfect place for an e-bike hire scheme along with other smart mobility projects currently being piloted.

"It's important that we improve mobility across the city because transport remains a barrier to people engaging with employment opportunities and essential services such as healthcare; it improves air quality and the city's wider impact on the natural environment and is a step towards a more integrated transport system for residents and the increasing number of visitors we are welcoming to Dundee. Embark Dundee powered by Ride On will help us to achieve that goal."

Peter Docherty, Chief Executive, Embark Platform, commented: "The number of people cycling has soared during the pandemic and we're proud to be involved in an environmentally friendly scheme that can support the local infrastructure of Dundee. Dundee is a key location for Embark and this is a further demonstration of our long-term commitment to the area."

Miguel Vital, CEO of Ride On, said: "Our system is a highly innovative docked e-bike scheme, meaning that in addition to keeping the fleets organised and parked only at our stations, the e-bikes are also efficiently charged. The end result means we are able to optimise time, costs and our environmental footprint. You will all enjoy the experience!"



Manish Jamthe, CEO of Enzen UK, said: “We are excited by the energy and commitment displayed within the council to make this happen. Dundee’s citizens will benefit from not just affordable, healthy transportation but cleaner air and a greener city. The solution is environmentally responsible, accelerates sustainability and will reduce the number of private vehicles in the city, plus gives people the chance to enjoy healthier, more active lifestyles.”

This project comes at a timely moment, as a surge in demand for shared mobility schemes is expected owing to the Covid-19 outbreak. The scheme also complements the other forms of sustainable transport already in use in the city. During the pandemic, Ride On will be taking all necessary hygiene precautions.

Editors’ notes

About Ride On

Ride On (www.rideonglobal.com) is an international urban mobility company which develops proprietary technology and integrates best-in-class shared electric mobility systems in cities around the world, with projects that have become the standards in last mile solutions. Ride On’s innovative business offers a complete mobility service as a provider, operator and as a mobility platform.

For additional information and advertising and sponsorship opportunities, please contact Cristina Pujolras (c.pujolras@rideonglobal.com).

About Enzen

Enzen Group is a global, professional, knowledge practice for the energy and utility sector, providing strategic advisory and delivering outcome-driven solutions to leading businesses, governments, non-governmental organisations, and not-for-profits. Founded in 2006, the business has grown and developed across the globe, with a presence in the UK, India, Australia, USA, Spain, Turkey, Middle-East and Africa. Enzen works with customers across the value chain to deliver sustainable and lasting improvements to their efficiency and performance, adding value to their bottom line. For more information, please visit www.enzen.com

About Embark Group

Embark Group is a full-scale UK retirement solutions provider, active in the areas of Investment Platform, SIPP, SSAS, Fund Research and Employee Benefits Consulting. The Group trades under the brands Embark, Vested, Rowanmoor and The Adviser Centre. It also operates a wide portfolio of white label services for business such as RBS Coutts, Standard Life, Nutmeg, BestInvest, Charles Stanley, Moneyfarm and Wealthsimple. Businesses within the Embark Group have been established in the market for more than 40 years and have a long history of working closely with intermediary distribution partners and consumers of all levels of affluence.

The Group now has more than £35bn in assets under administration on behalf of c405,000 consumer clients, operating across nine UK locations (London, Bolton, Dundee, Edinburgh, Leeds, Leicester, Milton Keynes, Salisbury and Swindon)

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