

# Mevo assembles board, partners with Meridian

Kate Barker - Fri, 9 Sep 2016

Electric vehicle car-sharing start-up Mevo has established a board and signed an electricity supply agreement with Meridian Energy as its launch draws near.

Former Meridian head of sales and marketing Jason McDonald and ex-National Energy Research Institute chief executive Paul Atkins have been confirmed as directors, alongside former World of WearableArt chief executive Meg Matthews.

Mevo chief executive and co-founder Erik Zydervelt says the firm wanted to utilise the support it had from people with leadership experience.

"Why go it alone when you can have a tribe around you?"

Atkins and McDonald already have ties with Mevo through their work as advisors. Zydervelt says Matthews — who also worked as head of marketing for Air New Zealand — will provide insights into customers and service.

Zydervelt says the board will support Mevo's efforts to become a national service provider.

"It signals to the wider community that we are very serious about what we are doing."

## Launch

Wellington-based [Mevo](#) aims to launch a subscription-based service before year-end which will provide Audi A3 Sportback e-trons to users on an as-required basis. The A3 has an all-electric range of up to 50 kilometres and a hybrid range of more than 900 kilometres.

Zydervelt says they expect about 80 per cent of Mevo users' trips will be all-electric. The company aims to make its fleet fully electric as soon as feasibly possible.

Zydervelt says the company has had a good response from both business and residential markets.

Mevo is in the final stages of finalising its pricing structures and preparing "beta" users to trial the service prior to its official launch.

This week the company also entered into an official partnership with Meridian to power its vehicles and help promote its car-sharing service.

Meridian says it is keen to support other businesses that share similar sustainability goals.

In February the generator-retailer carried out its own survey, gauging the public's view on EVs. The firm has also partnered with a group of Christchurch-based organisations with a goal to share a fleet of 100 EVs in that city by the end of next year.

## Policy green light

A policy decision made last week by Wellington City Council has helped Mevo take one more step towards launching.

The council's Car Share policy was voted through on August 31. It allows operators of existing and new car share schemes to apply for more on-street car parks where shared vehicles can be parked when not in use.

Zydervelt says each operator will initially be allocated three car parks each.

"Until last week the reality of a car share scheme in Wellington just wasn't there."

During the next three years the council plans to identify up to 100 car parking spaces across the city that could be set aside for car share services or EV charging infrastructure — subject to demand.

Within six months of Mevo's official launch, the firm aims to grow its existing Wellington fleet from three cars to between 15 and 30. It plans to expand into Auckland next year and Christchurch after that.

