

## **Subject: Mevo, New Zealand's first electric hybrid car share, launches in Wellington**

- Mevo is New Zealand's first electric hybrid car share, and the world's first climate positive<sup>1</sup> car share.
- Mevo connects their members to vehicles located on-street in the city which they can use as they need them; the fleet is owned and maintained by Mevo.
- The initial launch is made up of three Audi A3 Sportback e-trons, with an ambitious expansion plan for the next twelve months around Wellington and Auckland.
- The experience using the Mevo network is effortless, digital first and designed to surprise and delight at every turn.

The team behind Mevo, New Zealand's first electric hybrid car share, today activated their first vehicles at a launch event on Clyde Quay, joined by Mayor Justin Lester as well as representatives from Wellington City Council, Audi New Zealand, Meridian Energy, and Trade Me Insurance.

The launch of Mevo has been a labour of love for Co-founder and CEO Erik Zydervelt, who was quick to call out the support of the Wellington City Council and the Minister of Transport for their guidance and support. "Being able to approach the Council with a digital-first transportation product unlike anything they've supported before and have them guide and enable us was great. We're working with a forward thinking approach to what the future of vehicles in our city looks like and that's fantastically exciting."

"Projects like Mevo are setting the blueprints in place for a future of sustainable, accessible transportation that can utilise existing infrastructure in smarter ways. The leadership shown by Minister Bridges in the electric vehicle and innovative transport space is something all New Zealanders should be proud of."

Wellington Mayor Justin Lester welcomes the news of Mevo's launch. "It's great to see Mevo getting up and running in Wellington," he says. "We know that car sharing is extremely good for reducing emissions, and using electric hybrid vehicles in a sharing fleet is like the cherry on top."

"Wellington has the lowest carbon emissions per capita in Australasia. We're prioritising 100 car parks across the city for electric vehicle chargers and car sharing because we want to encourage more sustainable transport and further establish our leadership in this area."

Mevo's vehicle partnership with Audi New Zealand, energy partnership with Meridian Energy and insurance partnership with Trade Me Insurance give them a unique position in the car sharing market in New Zealand,

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<sup>1</sup> New Zealand's 80% renewable grid is complemented by permanent rainforest carbon credits built into the pricing, so that 120% of vehicle emissions are offset.

something Co-founder and COO Finn Lawrence recognises as not only beneficial for Mevo, but for their members as well. "Our intimate knowledge of the vehicle and charging network, combined with our digital platform for accessing the network means we've been able to make using a Mevo vehicle deceptively, beautifully simple."

Trade Me Insurance is thrilled to partner with Mevo in launching New Zealand's first electric hybrid car share service. 'Mevo is innovative and also good for the environment. This is something completely new to Kiwis and we think they're going to like it. We're stoked to join forces and we can't wait to really see where this car share partnership takes us' says Jaime Monaghan, Head of Trade Me Insurance.

The electric hybrid Audi A3 Sportback e-tron, powered by Meridian is expected to spend 90% of its trips utilising only the battery, but comes with the flexibility to drive over 600 kilometers without stopping for fuel.

Neal Barclay, General Manager Retail for Meridian said: "Here at Meridian, we want to make sure we grow awareness of electric hybrid cars and the role they will play in creating a better energy future. Charging infrastructure, car sharing services and drawing drivers' attention to the benefits of harnessing renewable fuel is a great way to help drive public awareness and uptake of electric and electric hybrid cars."

Mevo's launch signals the start of an ambitious plan to deploy a significant number of 'Pods' (three or more vehicles placed together) around Wellington City, with the wheels already in motion to position additional vehicles. In addition, Erik says the team is already investigating the potential of a fully electric Mevo network.

"We know the desire is there; our community has been very vocal in that regard. It's our job now to empower them to start redesigning the way they move" said Erik of the opportunities ahead of Mevo in 2017. "The team and I could not be more excited."

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Explore Mevo further: [mevo.co.nz](https://mevo.co.nz)

A Mevo boilerplate is available in our press kit at [mevo.co.nz/press](https://mevo.co.nz/press)