

ROLL

ROLL TO LAUNCH ELECTRIC SCOOTERS AND BIKES IN KELOWNA

[Kelowna, BC] – November 6, 2019

Roll, an electric scooter and bike sharing company based in Toronto, is launching its dockless vehicles in a Kelowna this November.

The City of Kelowna identified a service area including the Kelowna Waterfront trail and downtown region to accommodate local residents and tourists. E-scooters will be deployed along this trail and e-bikes will be deployed in the downtown area. Roll's operations will run while the weather permits, before restarting in spring 2020 and operating for the summer.

“We are committed to bringing the best micro-mobility solutions to Canadian communities,” said Richard Cao, CEO of Roll. “Over the past year, we have dedicated time to understanding how Roll vehicles can help Kelowna reach its smart transportation goals. Our top priority is rider safety and we are working closely with the local government to ensure a successful national launch.”

Roll chose Kelowna as its launch location due to its work in addressing the effects of climate change and bridging gaps in the local public transit. Through Roll's recent partnership with Moovit, Kelowna residents can access Roll's dockless e-scooters and e-bikes using the app to save them time and reduce the need for a car for first and last mile options.

By learning from the mistakes made by competitors' previous launches in North America and Europe, Roll is addressing issues like poor safety measures to help residents embrace the new vehicles. One key feature is a lowered speed limit enforced for first-time users. By hiring its own team of operators to collect, recharge, and inspect its scooters, Roll can maintain high quality standards for the entire fleet.

Looking into the future, Roll was awarded additional permits to operate in Calgary and Edmonton in 2020 and is working with provincial leaders to introduce e-scooters in more communities across Canada.

“Kelowna's micro-mobility permit program helps companies work with us to offer new services that enhance travel options across the city. We're excited that homegrown Canadian companies, like Roll, are among the new options for residents and visitors to get around.” added Matt Worona, Active Transportation Coordinator with the City of Kelowna.

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About Roll Scooters

Roll Scooters (www.rollscoters.com) is a Canadian start-up founded in March 2019 focused on the last-mile transportation market. Roll offers smart mobility solutions by providing dock-less electric scooter and bike share services to cities and campuses.

Among the emerging electric scooter operators, Roll differentiates itself by putting safety first. Working in close partnership with the University of Toronto, Roll combines exclusive technologies and a rider-centric design to promote a safer use of e-scooters. Focused on the quality of their vehicles, Roll hires its own team to collect, recharge, and maintain the fleet. As it scales, Roll is committed to continue collaborating with local governments and community leaders to grow responsibly.

As cities outgrow their reliance on cars, Roll aims to bridge the gaps in public transportation and grow micro-mobility alternatives safely and sustainably. With their vehicles, commuters can save time lost in first-last mile to use public transit, tourists can easily navigate to city landmarks, and students can avoid long walks across campus.

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