

ROLL

ROLL TO LAUNCH ELECTRIC SCOOTERS IN CALGARY

For immediate release
May 20, 2020

Calgary, AB - Roll, an electric scooter and bike sharing company based in Toronto, is launching its dockless electric scooters in Calgary on May 25.

The COVID-19 situation is an unprecedented challenge facing communities globally. Roll remains fully focused on the health and safety of the communities that we live, and operate. As governments across the world designate transportation services as an essential service, Roll acknowledges that the communities require an alternate mode of transportation during this time.

The survey on electric scooters conducted by The City of Calgary shows that almost 50% of rides ended in a Business Improvement Area. Roll believes that shared electric scooters are an important part of the recovery of the economy as it connects the riders with local shops and restaurants.

To ease the anxiety about COVID-19, Roll has taken a number of safety precautions, on top of the existing safety protocols. Users' health and safety is Roll's top priority and is following the guidance from the Public Health Agency of Canada. To protect Rollers and help prevent the spread of the virus, Roll is disinfecting the handlebars of the scooters every time a scooter enters the warehouse and throughout the day. In addition to these new measures, users can find more information about the steps that they can take on Roll's website and on the Roll App. Roll continues to monitor how the situation unfolds and will implement new measures as required.

"Our commitment to providing safe and reliable micro-mobility solutions to Canadian communities still remains," said Richard Cao, CEO of Roll. "We are in a new stage of micro-mobility and with our new initiatives I am confident that we will provide an exceptional service to our community."

Roll announced its new program, "Heroes Without Capes", to show its support to healthcare professionals who are on the frontlines working tirelessly to keep everyone safe and healthy. Roll is providing free 30-minute daily rides and helmets to countless healthcare professionals. More information can be found on Roll's website.

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Roll is proud to announce a new initiative, “#WeCare”. As shared electric scooter operators, we have an obligation to regularly clean and disinfect our scooters to provide a safe trip during this difficult time. Roll is showing its commitment by posting updates of the cleaning procedures along with the pictures taken by Roll staff. Updates will be posted on [@WeCare_Movement](#) Twitter page. Roll is inviting every operator to join this movement to support our communities together.

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 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 continuing 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 waiting for transit, tourists can easily navigate to city landmarks, and students can avoid long walks across campus.

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