

Voi to Deploy 6,000 Bikes in Paris Starting October 1

Today, Voi Technology, Europe's leading micromobility operator, launches its shared e-bikes on the streets of Paris. This follows Voi's selection by the City of Paris through a competitive process, marking the beginning of a four-year contract for the rollout of 6,000 next-generation e-bikes.

This launch represents Voi's largest contract in France and the biggest market win in its history. It underscores a trajectory built on innovation and exemplary operational management.

An offer designed for all Parisians

Voi introduces a new pricing structure in Paris, aligned with its commitment to accessibility.

Pay-per-ride pricing:

At launch, Voi offers a rate of €0.25 per minute with no unlock fee — compared to €1 charged by current operators, representing a savings of nearly 28% on a 10-minute ride.

Subscriptions:

Voi is introducing a full range of passes (daily, weekly, monthly, etc.) to meet the needs of all Parisians.

With the monthly subscription, the price comes down to €0.08 per minute — 23% cheaper than the most competitive offer currently available among Paris' shared bike operators.

Bikes designed for everyone

The company aims to democratize the use of shared e-bikes, especially among women and families. To achieve this, all bikes deployed will be brand-new, easy to use, and designed for comfort, with saddles adapted to women's ergonomics.

Voi will also roll out a second, lighter e-bike model with a lowered frame and ergonomic handlebars suitable for all hand sizes. With these bikes, Voi takes a new step forward in innovation and accessibility in shared mobility.

A festive launch: Voi parade through Paris

To celebrate its arrival in the French capital, several festive parades made up of Voi teams, partners, and special guests will ride through Paris on Saturday, October 4. The big kickoff will take place at 3 p.m., at Place de la République.

The parades will pass through Paris' most iconic neighborhoods — Montmartre, Le Marais,

Belleville, and the Latin Quarter — to meet Parisians, celebrate soft mobility, and invite them to discover Voi e-bikes. Free helmets and other surprises will be distributed.

A locally rooted operator

In the coming weeks, Voi will open a Voi Hub in Paris: a space open to all, dedicated to micro-mobility education, community events, and user support. The company aims to become a daily presence in Parisians' lives, serving smooth, inclusive, and sustainable mobility.

“Voi is honored to support Paris' unique cycling ambition. This contract is the most important in our history in France and one of the most strategic in Europe. We want to be the operator for the many, with affordable pricing, constant innovation, tailored services, and full respect for public space,” said Thibaut Chevalier, Country Manager of Voi Technology France.

Contacts

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About Us

Founded in 2018, Voi is a Swedish micromobility company offering e-scooter and e-bike sharing in partnership with towns, cities and local communities. We believe e-scooters and e-bikes can play a central role in changing how people move in our towns and cities in the future. We want to ensure that the micromobility transformation happens the right way - through real innovative technology, open and transparent dialogue with towns, cities and governments and by adapting our products to local needs. Voi's holistic Environmental Action Plan tackles emissions and promotes renewable energy use and circularity along its supply chain.

Voi operates over 150,000 vehicles in over 110 towns and cities across 12 countries. It is headquartered in Stockholm and employs around 1,000 people. To date, Voi boasts more than eight million riders and has served more than 375 million rides.



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Image Attachments

Voi e-bike Paris

Attachments

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