

Voi wins Paris e-bike tender — unlocking next chapter of growth in Europe’s flagship micromobility market

Voi Technology, Europe’s leading micromobility operator, has been selected by the City of Paris to deploy 6,000 electric bikes as part of the new shared e-bike scheme in the French capital. With this contract — the largest in Voi’s history — Paris joins a growing list of European capitals turning to Voi as a long-term mobility partner, alongside cities such as London, Berlin, Brussels, Oslo, Helsinki, Vienna and Stockholm.

The win in Paris represents more than just a new market entry — it marks a pivotal step in Voi’s European expansion. As one of the largest publicly tendered micromobility contract in Europe, Paris serves as a powerful demonstration of Voi’s ability to scale its e-bike operations while meeting the highest standards in service quality, safety, and urban integration.

Voi’s Co-founder and CEO, Fredrik Hjelm, said:

"Being selected by Paris is a major milestone in Voi’s journey. It confirms our strategy of focusing on long-term partnerships with capital cities that lead the way in sustainable mobility. France is now a key pillar of our European roadmap, and we will continue to grow in this market with ambition and responsibility."

"For cities across Europe — from London to Copenhagen — Paris’ scheme offers a glimpse of what’s possible when shared micromobility is integrated at scale. As more cities consider expanding or launching shared e-bike services, Paris becomes a blueprint for what a mature, sustainable micromobility system can look like. The success of this roll-out will have ripple effects, reinforcing our credentials in future large-scale tenders and confirming Voi’s path toward long-term profitability and strengthened European market leadership."

With operations already established in Marseille (since 2019), Grenoble, Le Havre and Saint-Quentin-en-Yvelines, Voi’s entry into the French capital solidifies its presence in one of Europe’s most important mobility markets. Just one years ago, Voi operated in only one French city. This acceleration demonstrates the relevance and strength of Voi’s local approach, based on tailored partnerships, high-quality service delivery, and responsible urban integration.

The new contract covers a minimum of four years and positions Paris to become Voi’s largest market.

Achieving adjusted EBIT profitability in 2024, Voi is one of the few operators combining financial resilience with rapid, responsible growth. Its model is based on strong local

anchoring, environmental responsibility and user safety. With Paris, Voi reinforces its role as a central actor in the transformation of European cities, supporting ambitious public policies and offering millions of people a convenient alternative to cars.

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 300 million rides.

Image Attachments

Voi Paris Ebike Riding
Voi Paris Ebike Parked
Voi Paris Ebike Walking

Attachments

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