



Affordable, Abundant Mobility for the Cost-Burdened

CommuterCon 2019
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The modern mobility ecosystem defined...

Abundant and on-demand

Responsive

Integrated

Info-rich

Safe

Space-efficient

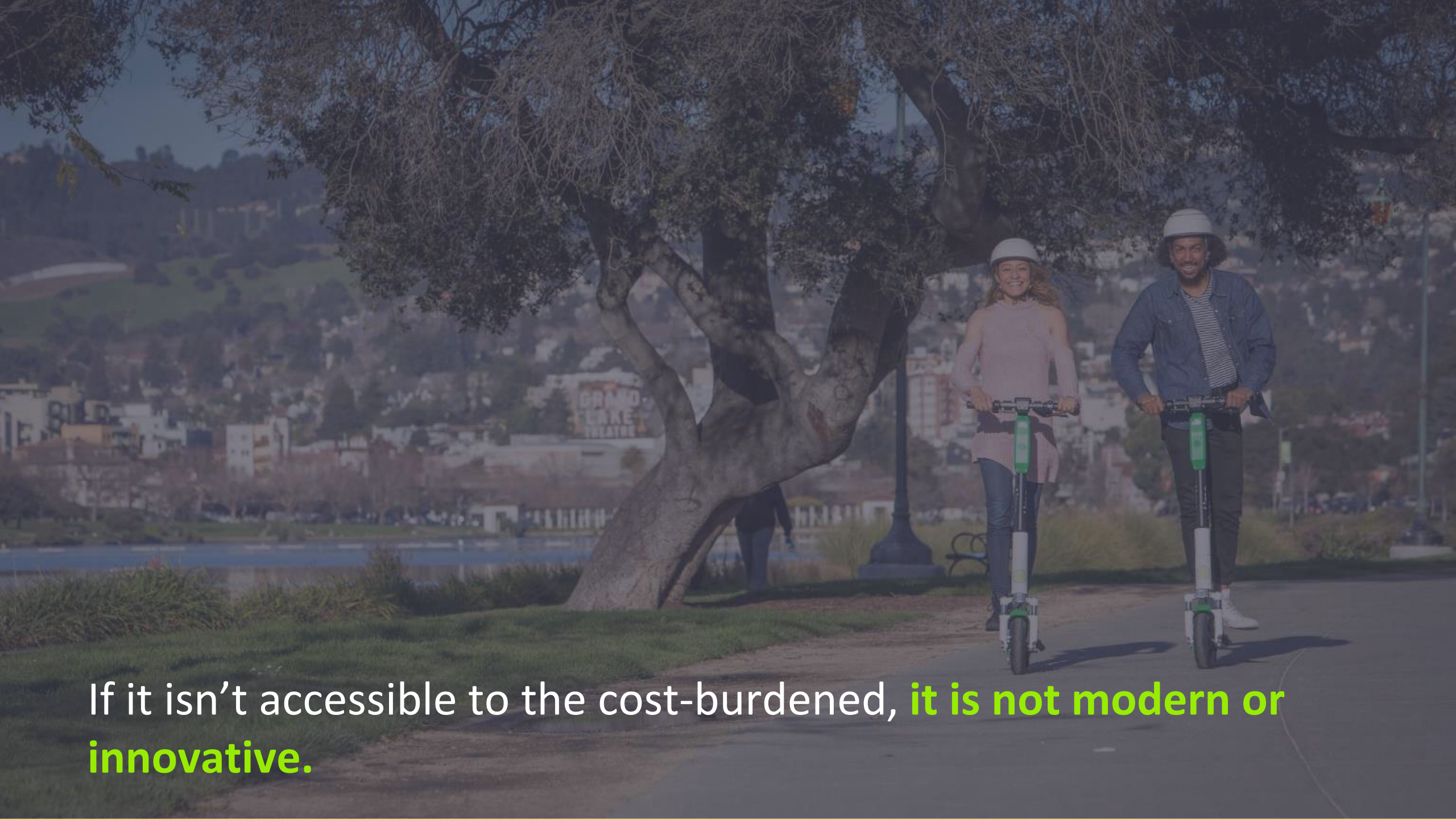
Clean

Inclusive, affordable, and accessible





If it doesn't help cities meet broader community objectives, **it is not modern or innovative.**



If it isn't accessible to the cost-burdened, **it is not modern or innovative.**

Reimagining urban life

Lime is **Revolutionizing Urban Mobility** by leading the transformation of affordable, clean, on-demand, and first- and last-mile mobility.

From electric scooters, electric bikes, and car share, we're committed to building the world's most versatile urban mobility fleet and lasting community relationships.





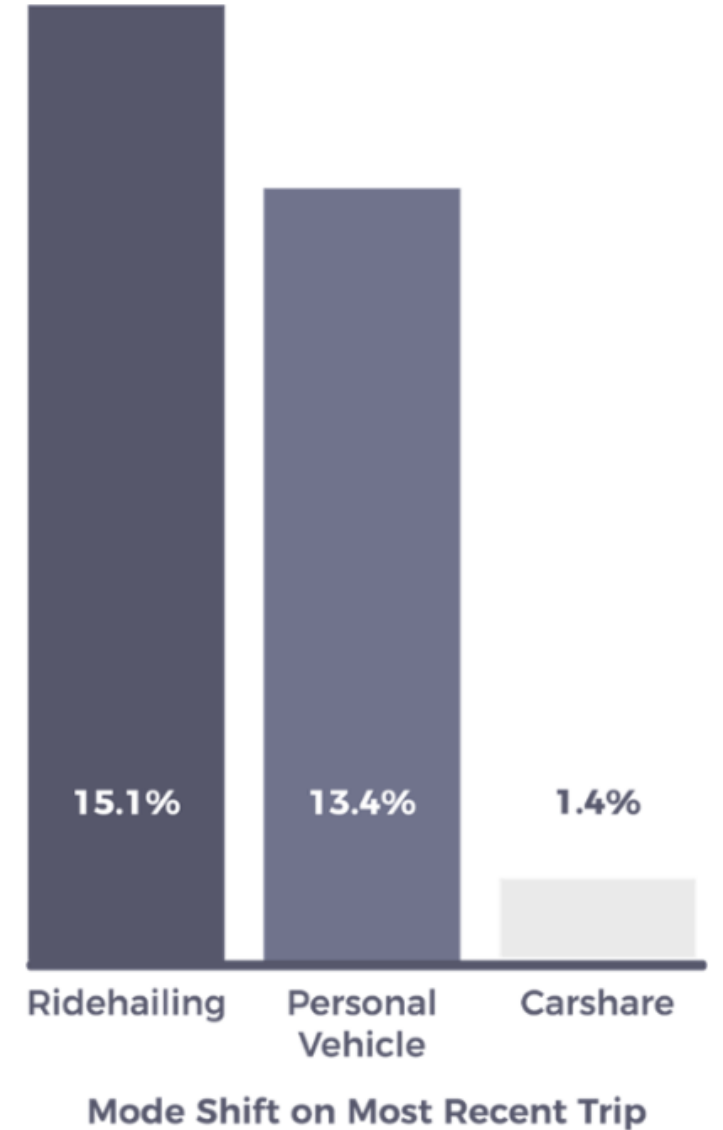
The shift is clear

20%

of riders in our major urban markets reported **traveling to/from public transit** during their most recent trip.

30%

of riders reported **replacing a trip by automobile (personal car, carshare, or taxi/ridehail)** during their most recent trip.





The shift is clear

39%

of riders in our major urban markets reported using Lime to **travel to or from work or school** during their most recent trip. This means that Lime is connecting people to jobs and other economic opportunities.

34%

of riders in our major urban markets reported a **total household income of under \$50,000** last year. This means that Lime Providing critical mobility access to lower-income individuals





Tools to break down barriers

Availability

Abundance leads to access and greater coverage

Multimodality

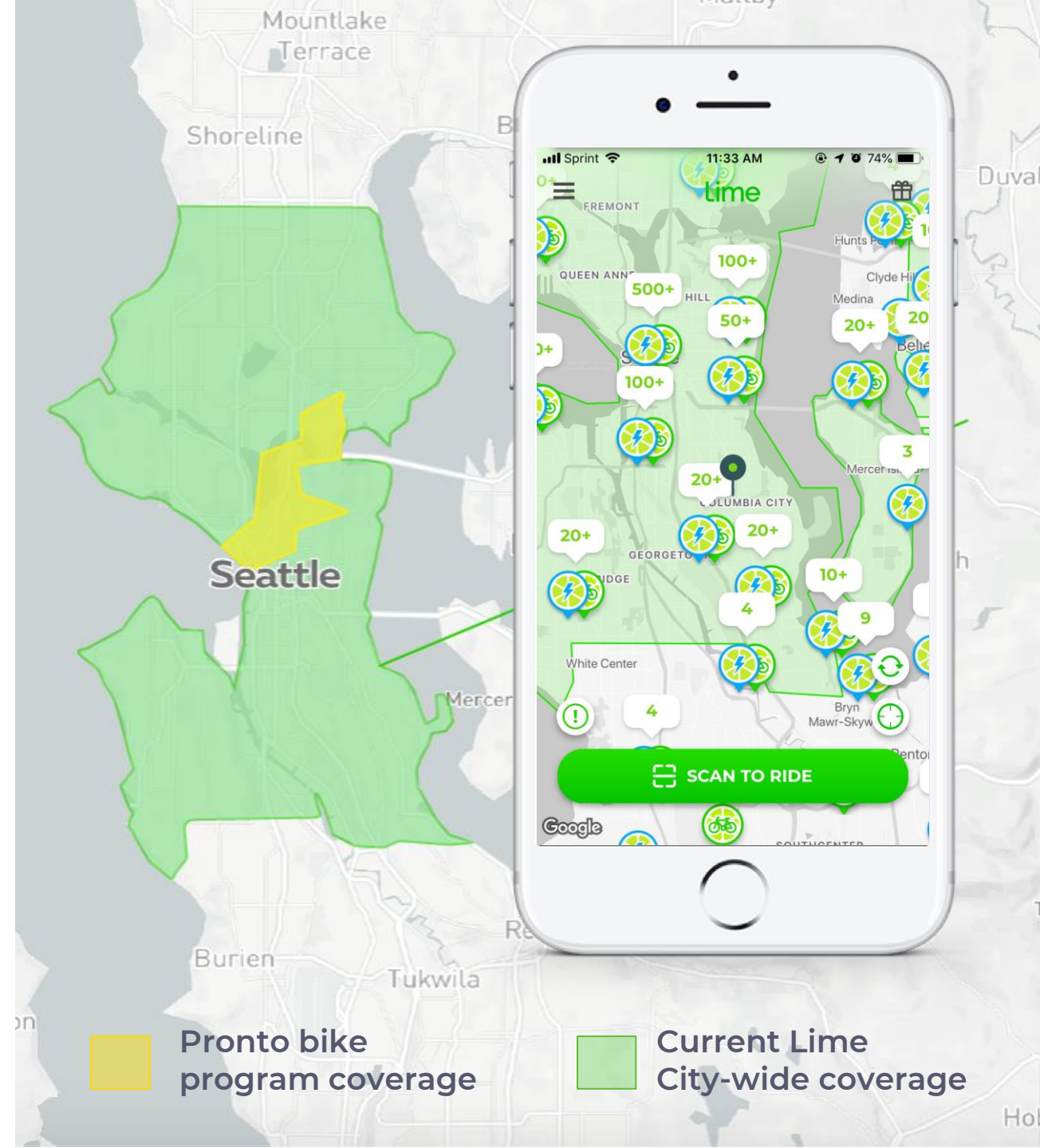
Scoters, bikes, and car share supporting diverse needs

Flexible Payment and Booking

Options for those without a smartphone or credit card

Multilingual

App, customer service, and marketing in multiple language





Tools to break down barriers

LIME ACCESS

50% discount on all Lime-E electric-assist bike and Lime-S electric scooter rides.

Cash payments through PayNearMe partnership

Text-to-unlock feature allows for non-smartphones to unlock a bike or scooter.





Multilingual app, customer support, and rider education materials

Direct sign up options



Qualifying is simple

Email access@li.me with the following information:

-  Full Name
-  Phone Number (this number should be for the phone you plan to use for LimeBike)
-  Valid government-issued photo ID
-  Proof of low income status (e.g. EBT card, discounted utility bill, or any other state or federally-run assistance program document)

Our Lime-E electric bikes and Lime-S electric scooters are 50% off for Access members: \$0.50 to unlock, and \$0.07/min.

(Please note: by emailing the Access team, users affirm that they have read and agree to our User Agreement and Privacy Policy.) A Lime representative will get back to you within 2 business days with any next steps and further information.



Partnerships to expand availability of micromobility

Problem

- Historic racial and gender imbalance in mobility and infrastructure
- Employer TDM often caters to middle- to high-income workers
- Limited focus on those living paycheck-by-paycheck

Opportunity

- Maintain focus on transit and low-carbon, affordable mobility
- Expand incentives for low-cost micromobility
- Programming targeting low- to middle-income workers/shift workers
- GRH redefined
- Easy access opportunities

