

ENUU

PRESS

RESSOURCES



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THE COMPANY AND ITS SERVICE

Urban mobility is a nightmare for cities and people. Cities struggle with crowded infrastructure, while citizens suffer from noise, air pollution and the deleterious effects of carbon emissions.

Enuu is the first micromobility service based on shared light electric vehicles with four wheels and a full bodywork. It provides people with a solution to move efficiently, comfortably and affordably within urban areas at no cost to the cities.

By 2030, Enuu will be the most used micro-mobility service throughout the world.

FACT SHEET

THE VEHICLE

Power (W)	800
Dimension (LxWxH)	1920x930x1550
Wheelbase (mm)	1450
Wheeltrack (mm)	800
Max speed (kph)	28
Battery	Li-Ion (60V)
Range (km)	40
Net weight (kg)	175
Brake type	FR: discs RE: drum

USERS

- are allowed to drive on bike lanes
- do not need a driving license
- are protected from inclement weather
- have room for luggage / grocery bags

TIMELINE

Enuu was created in December 2016 and incorporated in March 2018.

After successfully being tested by more than 400 beta testers on a University campus in May 2018, the system entered the market in November 2018 in Biel, Switzerland.

A second launch followed in September 2019 in the city of Zürich.

Enuu plans to offer its service in the cities of Basel, Bern, Lugano and Geneva starting in 2020, before launching in European cities.



THE CO-FOUNDERS

Yoann and Luca met back in 2011 when they both started studying automotive engineering at the Bern University of Applied Sciences. There they founded the Bern Formula Student, an organization that trained 100s of students and raised more than USD 1 mio. in sponsoring over the past years (<https://bernformulastudent.ch>).

They both combine their technical, business and operational talents to successfully drive their ventures.

LUCA PLACI

Luca owns a Bachelor's degree in Automotive engineering and followed a federal training in Entrepreneurship. He worked for a year in the German automotive industry (Porsche AG) and was the CEO of the Bern Formula Student for 3 years.

YOANN LOETSCHER

Yoann owns a Master's degree in Engineering Management and a Bachelor's degree in Automotive engineering. He worked for a year in the German automotive industry (Daimler AG and Mercedes Benz AG), and was the CFO of the Bern Formula Student for two years.

PAST PRESS COVERAGE

Enuu has been featured numerous times in the press. Below is a selection of articles, radio interviews and TV reportages.

[Agefi](#)

« Enuu enclenche la vitesse supérieure et se déploie à Zurich »

By Matteo Ianni

9 September 2019

[RTS : « Aujourd'hui »](#)

22 June 2019

[RSR : « On en parle »](#)

11 December 2018

[RTS: "Télé-journal 19h30"](#)

8 November 2018

[RSR : « Ici la Suisse »](#)

27 September 2018

[Le Temps](#)

« Une start-up romande déploie ses véhicules électriques en libre-service »

By Ghislaine Bloch

8 May 2018

[CNN Money](#)

"World's first light electric vehicle sharing scheme to launch in Switzerland"

3 May 2018

QUOTE SHEET

« Nous voulions offrir aux gens un moyen de déplacement écologique, efficace et bon marché. »

- Luca Placi

**« L'idée de la mobilité intégrée est aussi de réduire l'espace pris par les voitures tant au travers des infrastructures routières que des places de parking en ville.
A ce titre, les véhicules Enuu sont très petits, et ceci constitue un argument de taille. »**

- Yoann Loetscher

« Nous pouvons vous recommander fortement Enuu et nous serions heureux si le projet se frayait un chemin dans le plus grand nombre de villes suisses possible. »

- Barbara Schwickert, Direction des travaux publics, de l'énergie et de l'environnement, Ville de Bienne

« Wir können Ihnen Enuu sehr empfehlen und würden uns freuen, wenn das Projekt in möglichst vielen Schweizer Städten Einzug halten würde. »

- Barbara Schwickert, Direktion Bau, Energie und Umwelt, Biel

CONTACT INFORMATION

If you require any further information please contact :

press@enuu.ch