



POPPY TRIPLES ITS CARSHARING FLEET

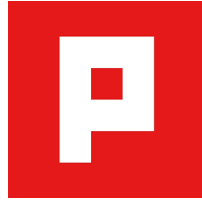
Poppy Mobility, the shared mobility start-up of D'leteren Automotive group, triples its fleet from 1000 to 3000 shared cars.



Brussels, January 25, 2023 - In order to meet the growing demand of its 200,000 users, Poppy Mobility announced today the expansion of its fleet, which will welcome 2,000 new cars in the coming months. The shared mobility app is available in Brussels, Antwerp, Mechelen, Ghent, Lier and at Belgian airports. It currently offers 1000 cars, 50 vans, 2000 e-scooters and 160 shared e-bikes.

«2022 was a record year for Poppy and carsharing in general» explains Sylvain Niset, CEO of Poppy. «Teleworking, the rising cost of living and the price of buying a car are causing a lot of Belgians to rethink their mobility habits.»

According to the company's calculations, carsharing is cheaper than using a private vehicle under 12,000km per year. «Today the majority of motorists pay for a vehicle that is unused more than 95% of the time.»



As a big novelty, the young company is offering high-end models, including the **Volkswagen T-Cross, the Skoda Kamiq and the Audi A4**, which are available today via the Poppy app. More models are on order and will be available shortly.

These new, more prestigious models are reserved for loyal users over the age of 26. In order to reinforce the premium experience, the company has decided not to offer these models in the brand's recognisable red color, but to choose more sober tones.

A few months ago, Poppy also announced the launch of its shared van service in Brussels and Antwerp. These larger vehicles allow users to transport heavy or bulky cargo. Due to the success of this offering, the company is also planning to increase the number of Volkswagen Caddy and Transporters in its fleet this year.

ABOUT POPPY

Thanks to the collaboration between a young local entrepreneurial team and the company D'leteren, the startup Poppy Mobility was launched in January 2018 in Antwerp. Poppy is a shared mobility platform with over 200,000 users to date. The app is the key to unlock vehicles, which are available in free-floating in the streets.

POPPY MOBILITY

