

CASE STUDY

How EVie rapidly captured the hearts of 20% of the island through its multimodal service

Service Model: Bikesharing + Carsharing



20k+ users

after launching in just 2 years

125k+ trips

across EVie's bike and car fleets

200+ vehicles

bikes, cars, vans & cargo bikes

100% electric

reducing emissions + private vehicles

Company



Industry

Bikesharing, Carsharing, Shared Mobility, Technology

Launched

2020

City

Jersey & Guernsey

Solution

Free-floating instant access / Scheduled booking / B2B Suite

Fleet Size

+200 vehicles

Vehicle Brands

BMW, Renault, Nissan, EVieBike & EVie CargoBikes

Fast Facts

Jersey's first 100% electric shared mobility service, created by islanders, for islanders. Convenient, connected, and committed to building a carbon-neutral community. Electric cars and vans, ebikes, and cargo bikes are offered to users operating across the Channel Islands. EVie has risen to become the island's preferred mode of travel.



EVie, the on-demand electric transport service that launched in Jersey in 2020, was created by passionate islanders to be used by islanders who care deeply about the environment. The service operates in Jersey and Guernsey, and one can choose between any electric vehicle, whether a car, van, or bike. EVie aims to be the preferred mode of travel for its islanders, offering simple, sustainable, and affordable travel.

EVie introduced the first affordable shared electric fleet, completely transforming the island's travel ecosystem

Since its initial launch in 2020, EVie, Jersey's multimodal service, has seen tremendous achievements in just under two years. Rising to become a highly attractive alternative to private vehicle ownership due to reducing transport costs - and carbon emissions! - EVie has **19,000 users**, where 73% are local Jersey residents. The service has had **125,000 trips** with their bike and car fleets alone, with its **bike fleet completing the equivalent of 10 laps around the Earth**. The service now provides 180 e-bikes, 16 electric cars, 4 vans, and 4 CargoBikes, bringing the fleet to **over 200 vehicles catering to all users' mobility needs**.

💡 Get inspired with EVie

By launching their own electric bikes, EVie has transformed the way people think about cycling on the island, proving it is possible and a much more sustainable and efficient way to move around.

📁 By launching their "EVie Corporate Partner Program," they targeted the B2B market, attracting corporate companies like PwC

👤 EVie provides access to EVs for those who are a part of social housing programs, making transport affordable for all

📱 With Vulog's support, EVie migrated its bike and car services to a single, unified multimodal app to make the lives of their customers easier

🚗 EVie also provided the best of both worlds: launched scheduled booking for their car fleet, and free-floating for their bikes, providing more variety for their users

Making the platform switch enabled EVie to emerge as an innovative mobility player

Vulog's AI-powered technology platform, AiMA, enabled EVie to completely upgrade and enhance their user experience, allowing the service to implement a seamless and user-friendly platform loved by its fellow islanders. Operating a 100% electric service on an island also comes with challenges. Yet by having an API-driven platform, EVie has optimized their operational costs, crucial for having multiple vehicle models. Working hand in hand with Vulog, EVie has continued to grow its user base through new and strategic ways, such as reaching new target use cases.

"The platform has been able to provide us with so many benefits, mainly due to the fact that it is API-driven and API-centric, so we have more autonomy and can optimize our time."

Want to find out more about the 100% electric multimodal service making its mark on the Channel Islands?

Check out EVie's website [here!](#)

