

CASE STUDY

How WiBLE has been shaping mobility in the Spanish capital

Service Model: Carsharing



2 million+
trips

220k+
users

500+
vehicles

8.4
customer rating

Company

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Industry

Carsharing, Shared Mobility, Technology

Launched

2018

City

Madrid

Solution

Free-floating instant access

Fleet Size

500+ vehicles

Vehicle Brands

Kia



WiBLE, the Vulog-powered car sharing service in Madrid, has been shaping mobility in the Spanish capital since 2018. A joint venture between Spain's largest oil producer, Repsol SA and South Korea's Kia Motors Corp, WiBLE has a growing fleet of 500 Kia Niro PHEVs. The vehicles are deployed on a free-floating basis, and use several of Repsol's gasoline stations as parking, charging and maintenance zones.

WiBLE entered the carsharing world

WiBLE is constantly finding the best possible solutions to offer more flexible and green mobility options thanks to its zero-emissions fleet, and in doing this, has achieved extreme success. The service has continuously found new ways to acquire more users and inform and educate the Spanish market that carsharing is really the way to go as an alternative to private vehicle ownership, as well as combat climate change.

💡 Get inspired with WiBLE

- 💰 By working with Vulog, WiBLE has smart pricing based on a smart idle time prediction algorithm; the pricing automatically and instantly adapts - once it's configured, there is nothing else to do!
- 👥 By offering longer range vehicles allows WiBLE to acquire more users for those much-needed road trips or family holidays
- 🤝 WiBLE went above and beyond by joining forces with Cabify, Spain's most popular ridesharing app, encouraging a great alternative for people searching for more flexible and green options.

Fast Facts

Created as a mobility solution in Madrid to reduce the abundance of private vehicles. 220,000 users and over 2 million trips per month. Over 500 Kias cruising through the streets of the modern Spanish city, contributing towards its zero-emissions fleet. More autonomy. More sustainable. WiBLE aims to go beyond the conventional mobility options.

Want to learn more about the carsharing service creating a new urban mobility across Spain?

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

