

Beam e-scooters says 'Thank you Adelaide'

Huge free rides promotion this week.

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Media Release

Beam says 'Thank you Adelaide' for your support
and for making us part of the community.
Huge free rides promotion this week.

It's been just over 100 days since Beam e-scooters landed in the City of Adelaide. In that time we have cemented ourselves as part of the local community. But, we could not have done it without the tens of thousands of loyal customers who have supported us from day one, the Adelaide City Council, the State Government and the many local businesses that we have partnered with.

To say thank you we are giving all of our customers free rides on our e-scooters every weekday morning next week, from 6am to 10am starting Monday, 5 August.

Since launching its services Beam has seen its scooters used for both leisure and as a viable transport option helping people get from A to B, and most recently a cheap and easy alternative during the tram shut down.

Beam's Head of Operations South Australia Locky Cooper said that it was only fitting that the company return the favour and show gratitude for the support and for the welcome it received from the riders and local businesses in the community.

"We've been made to feel incredibly welcome by the people of Adelaide and our relationship with the Adelaide City Council and the State Government and the Department of Transport is a collaborative partnership"

"It's been a lot of fun launching the service and growing it. We have hired local talent, partnered with local business and the feedback has been fantastic. Beam is seen as a reliable, safe service that adds to the amenity of the city. "

This is not the kind of feedback the community have given about trials of other operators in other cities, such as Brisbane. We are extremely pleased that our focus on public safety, city amenity and partnership with Government has delivered a different result and a better service."

"E-scooters are really helping the city move and the work we did with the tram shut down proved that. We feel privileged to have been given the opportunity to lend a hand. The free rides offer is a little way we can say thank you for having us, and we hope it makes a few early morning rush hours feel a little more relaxed and fun for people in the city." Mr Cooper concluded.

The campaign is being supported by marketing on Facebook, Instagram and posters in the city centre, Beam will be thanking the people of Adelaide for their support, and for looking after their scooters so well ("they come home every night needing a little recharge, but otherwise healthy and happy"). The witty campaign also thanks people for "not chucking them in the river, because they don't swim well".

Fun facts of Beam's 100 days in Adelaide.

Flexible economic opportunities taken up by over 50 chargers, marshals and scooter mechanics as well as four full-time roles.

Trips up to an hour in length

The most number of trips by any one user is over 170

We've seen a huge number of trips starting from the train station, Rundle Mall and Central Markets

Terms and Conditions. The promotion will run every day from 6am to 10am starting Monday, 5 August and concluding Friday 10 August at 5pm. The promotion cannot be used in conjunction with any other offer or promotion, and all rides are limited to a maximum duration of 20 minutes within the standard Adelaide operating area. Fair and reasonable usage conditions apply and Beam reserves the right to amend, suspend or terminate this promotion at its discretion.

Production quality footage of Adelaide e-scooter riders enjoying Beam e-scooters can be found here <https://tinyurl.com/BeamADEL>

Media Contacts

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About Beam

Founded with a passion for new mobility, Beam is changing the way cities flow and optimising the movement of people, goods and services for the betterment of cities and the way of life for everyone.

Beam is focused on improving the accessibility of cities via better first-and-last mile connectivity and providing short-distance transport solutions, starting with an e-scooter sharing platform that is now serving riders in Australia, Malaysia, New Zealand, Singapore and South Korea.

Learn more @ www.ridebeam.com.

Examples of the advertising that will support the offer:

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