



FOR IMMEDIATE RELEASE

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‘Pedal to the Metal’ as City of New Rochelle Announces Soft Launch of New Bike Share and E-Scooter System Operated by VeoRide

With a focus on transportation equity and accessibility, New Rochelle continues to create more connections across growing Downtown corridor as the City continues historic redevelopment

New Rochelle, NY — The City of New Rochelle and micro mobility innovation company VeoRide (Veo) announced today the soft launch of a new shared mobility system of e-scooters and bikes throughout New Rochelle’s neighborhoods, including its historic Downtown. Beginning Friday, June 11, Veo began to phase in 200 Astro e-scooters and 30 bikes at strategic locations around the City over the next week. Veo was selected as the City’s new operator in late 2019 before the pandemic delayed its launch.

Riders can simply download the Veo app on their smartphone and scan the QR code on the equipment to unlock the bike or e-scooter. At the end of the ride, a second scan of the QR code locks the equipment. The usage area is viewable on the app, and extends along North Avenue from New Rochelle High School to Pelham Road, including the downtown and Transit Center, as well as popular parks like Davenport, Hudson, Five Islands, Lincoln, Feeney, Stephenson, and Flowers.

The system comes at no cost to the City and bikes are \$1 to unlock and five cents per minute. Scooters are also \$1 to unlock and 39 cents per minute. Both bikes and scooters are geofenced to ensure usage is within the New Rochelle service area. While the e-scooters cannot be ridden or taken outside of the geofenced area at any time (they will gradually slow and stop operating outside the geofence), the bikes can be taken outside the geofence but must be returned to inside the service area after each use.

While parking is recommended at public bike racks, equipment may be left on the sidewalk or in public spaces as long as it does not obstruct the pedestrian right-of-way.

“Smart, sustainable, and affordable transportation options are important to New Rochelle’s future,” **said New Rochelle Mayor Noam Bramson**. “We hope locals and visitors alike will utilize these micro mobility assets to explore our community, access services, enjoy our growing cultural scene, eat at one of our restaurants, shop at one of our many small businesses, or just have fun.”

The launch of the new program comes as the City of New Rochelle continues its commitment to innovation as part of the City’s historic downtown redevelopment with over 30 construction projects either completed or in progress across 12 million square feet of prime downtown real estate. In addition to the new shared system, the City of New Rochelle recently completed an expansion of its free on-demand electric shuttle service Circuit NR, which doubled the size and geographical area of the operation to service even more passengers.

New Rochelle also expands Veo’s footprint in the Northeast, where it was recently awarded a contract to participate in a shared e-scooter pilot across the East Bronx in New York City. Other cities Veo currently serves include Atlanta, Chicago, Oakland, St. Petersburg and more.

“Veo is honored to be selected as the City of New Rochelle’s newest partner to deploy sustainable and innovative transportation options across the City,” **said Veo CEO Candice Xie**. “By simply downloading an app and signing up for the Veo service, New Rochelle residents will unlock a new world of transportation options that save time, save our planet and bring joy to riders of all ages and abilities.”

The City will work closely with Veo to ensure a smooth roll out of the system and to ensure they are used and parked in a safe and responsible way with the possibility of expanding the system in the future.

For more information on the City of New Rochelle, visit www.ideallynewrochelle.com. For more information on Veo, visit www.veoride.com.

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[About the City of New Rochelle:](#)

With its unparalleled location, superb quality of life, diverse and talented residents and a focused business climate, New Rochelle is experiencing the transformation of a generation. The City's current economic development plan will provide a spark for the entire Hudson Valley region, positioning the City as "open for business" and embracing smart, transit-oriented development growth patterns that promotes open space, its close proximity to New York City and opportunities for businesses to rebound, recover and succeed in the current economic climate. Accelerated by a new, fast-track zoning process along with resources for small businesses and micro-enterprises, the ongoing Master Development initiative will continue to enhance the downtown area by supporting job creation, property values and private investment – while enhancing sustainability and livability through green and energy-efficient design. For more information on why New Rochelle is *ideally yours*, please visit <https://www.ideallynewrochelle.com>.

About Veo:

Headquartered in Chicago, Veo, is one of micromobility's fastest growing and most innovative companies. With its unique e-swappable-battery technology which enables safe charging, the company designs and manufactures a first of its kind seated vehicle the Veo Cosmo, e-scooters, e-bikes, and bikes specifically built for the rigors of shared use. Veo products lead the industry in terms of vehicle durability, life-cycle sustainability, and are also widely recognized as the most comfortable and safe to ride. VeoRide has dozens of cities and universities nationwide as partners in its mobility share programs and is adding additional municipalities and campuses every month. For more information, please visit <https://www.veoride.com>.

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