



Bluely celebrates its 5th anniversary!

Launched on 10 October 2013 in Lyon and Villeurbanne, **Bluely – the 100% electric car-sharing solution** – has grown continually, and now boasts 300 self-service electric cars and 500 charging terminals across Lyon and 10 neighbouring municipalities, including Lyon-Saint Exupéry airport. Over the years, the service has changed to meet the needs of the city's residents and visitors, and is now an integral part of the urban landscape.

The Chairman of the Lyon Metropolitan Area, David Kimelfeld, is proud to celebrate the fifth anniversary of Bluely's 100% electric car-sharing service. *"It's a service that appeals to everyone, and to young people in particular, as it avoids the need to invest in a vehicle that requires insurance and maintenance, and it once again demonstrates the city of Lyon's ability to innovate and to translate that innovation into practical services for our fellow citizens through sustainable models. We are focusing on all forms of transport – active and shared, public transport and private transport – with the aim of improving mobility for everyone in Greater Lyon and improving their living environment at the same time."*

Service interoperability

Bluely has been designed to address city residents' need for freedom and practicality while also working in tandem with the area's other transport solutions, including the Lyon public transport network (Transports en Commun Lyonnais) and Vélo'V. Accessible at any time of day or night, Bluely offers users a great deal of flexibility as well as peace of mind thanks to the ability to reserve vehicles and/or parking spaces at their destination in advance. To ensure that the service is accessible to all, Bluely offers a package for young people aged 18-27 (€1 per month with a per-minute rental charge of €0.15), which is available as soon as they receive their driving licence. These significant benefits have led over 14,500 people to subscribe to the service since its launch.

François-Xavier Gardère, Director of Bluely, said, *"Bluely's success is down to the Lyon Metropolitan Area's commitment to sustainable mobility and to the smart city, as well as the enthusiastic support of our members, along whom Bluely has grown. Our goal is twofold: to offer an environmentally friendly and sustainable service to address the challenges of energy transition, and to provide a tailored transport solution that gives users greater flexibility by developing multi-modal transport."*

Bluely thanks its customers

To mark the occasion, and to thank its subscribers for their loyalty, the Lyon car-sharing service is now carrying out a large-scale reward operation, in which users have a chance to find a range of prizes hidden in the boot of Bluely vehicles. Customers can win prizes including cinema tickets, gift packs, personal shopping sessions, cultural and leisure activity passes, and more. In addition, from early October, Bluely has been running a special offer in which all new subscribers can receive up to six free rentals (more information and offer terms and conditions available at www.bluely.eu).

In the months to come, Bluely has plans to continue its growth and supplement its offering to address the issues of multi-modal transport in the Lyon Metropolitan Area with the aim of improving urban transport and creating the travel solutions of the future.

Tackling environmental issues

Bluely also contributes to the reduction of noise, odour and atmospheric pollution. Over a five-year period, Bluely vehicles have been rented 500,000 times, with over 4 million kilometres driven. This represents a saving of 440 tonnes of CO₂.

The LMP® (Lithium Metal Polymer) battery: a unique technology at the heart of the Bluecar

The LMP® battery is an innovative technology with full-solid architecture, designed and produced by Blue Solutions, a subsidiary of the Bolloré Group. Its most notable features are its high energy density and safety of use. The solid electrolyte limits the risks of local pollution in the event of an accident or if the battery pack is damaged. In addition, the LMP® battery is not sensitive to temperature fluctuations (ambient temperature range of -20°C to +65°C) and contains no cobalt, solvents or rare earth metals. Manufactured in Brittany using cells made in France, the LMP® battery bears the Origine France Garantie label. Blue Solutions is a partner of the European Battery Alliance, whose aim is to boost the European battery sector. The LMP® battery's widespread use in car-sharing solutions (including Bluely) in Europe, America and Asia as well as in electric buses has demonstrated its performance, reliability and robustness.

About Bluely:

Bluely is a 100% electric car-sharing service, with 300 cars available 24/7 in Lyon and 10 neighbouring municipalities via a mobile app. An integral part of Lyon's urban landscape, Bluely offers its 7,700 active subscribers a wide range of benefits:

- journeys from one station to another without users being required to return to their starting point;
- free booking of over 500 parking places, meaning no time is wasted looking for a spot;
- significant savings on parking, maintenance and insurance costs (included in the service).

Bluely in figures:

- 300 electric cars
- 500 charging points
- + 14,500 members
- Available in Lyon and 10 surrounding towns (including Lyon-Saint Exupéry airport)

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