



Bluecub celebrates its 5th anniversary!

Launched on 9 January 2014 in Bordeaux, **Bluecub, the 100% electric point-to-point car sharing solution**, has continued to grow strongly and, today, offers nearly **200 self-service electric cars** and **380 charging points** located throughout **Bordeaux, 9 neighbouring communities** and **Arcachon**. Over time, the service has developed and improved to meet the needs of the region's residents and visitors alike and is now an integral part of the urban landscape.

A flexible and constantly-developing service

The Bluecub service responds to the needs of residents living within the metropolitan area for freedom and convenience, whilst also providing a vital complementary service to other regional mobility solutions. **Available at all hours of the day and night**, it offers users enormous flexibility, but also peace of mind in the knowledge that they can **reserve their vehicle and/or parking space at their destination**. To ensure the service is accessible to everyone, Bluecub offers **a package for those aged 18-27** (€1 per month plus €0.15 per minute of rental), which is available **as soon as they pass their driving test**. Such significant benefits have led over 10,700 people to subscribe to the service since its launch.

"Our goal is to provide an adaptive mobility solution that offers flexibility for users and a responsible and sustainable service that can meet the various challenges of our collective energy transition. It's within this framework that we're continuing to develop throughout the Bordeaux metropolitan area", explains François-Xavier Gardère, Bluecub Director.

In order to continue satisfying our users and maintaining an excellent quality of service, Bluecub has introduced a number of new features over the past year. These include **a brand-new fleet of vehicles and optimised digital support tools**. In recent months, 100 new Bluecars have been made available to give users access to the latest generation of models. The end of 2018 was also marked by the unveiling of a new website and a new, optimised and more fluid mobile app.

Bluecub thanks its customers

To celebrate its fifth anniversary and thank customers for their loyalty and trust, the Bordeaux-based car-sharing company will once again be leaving **plenty of discreetly-placed gifts** in Bluecubs for users to discover. They can also win microlight flights over Arcachon Bay, cinema tickets, restaurant vouchers and much more.

In the coming months, Bluecub will pursue its development strategy and continue to provide adaptive solutions to the needs of its users. The company will also focus on responding to the **intermodal challenges** faced within the Bordeaux metropolitan area, aiming to improve urban mobility and come up with the travel solutions of the future.

Tackling environmental issues

Bluecub also contributes to the reduction of noise, odour and atmospheric pollution. Over a five-year period, Bluecub vehicles have been rented 281,000 times, with over 2.2 million kilometres driven. This represents a saving of 242 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 Bluecub) in Europe, America and Asia as well as in electric buses has demonstrated its performance, reliability and robustness.

About Bluecub:

Bluecub is a 100% electric car-sharing service, with 200 cars available 24/7 in Bordeaux, 9 neighbouring municipalities and Arcachon, thanks to a mobile app. An integral part of Bordeaux's urban landscape, Bluecub offers its 5,500 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 380 parking places, meaning no time is wasted looking for a spot;
- significant savings on parking, maintenance and insurance costs (included in the service).

Bluecub in figures:

- 200 electric cars
- 380 charging points
- + 10,700 members
- Available in Bordeaux, 9 neighbouring municipalities and Arcachon

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