

Neuron's E-scooters Embraced By Locals, Boosting the Economy and Replacing Car Trips in Ballarat

- *Latest Neuron report shows riders in Ballarat across all demographics have embraced e-scooters, the vast majority 86% of people believe they have made a positive impact on the city*
- *Helping boost the local economy, 69% of all rides resulted in a purchase from a business*
- *An impressive 63% of trips replaced a car journey, eliminating an estimated 25 tonnes of CO2 since Neuron launched in Ballarat in December 2021*

Ballarat, Australia, 7 May, 2022 - Leading e-scooter operator [Neuron Mobility](#), has released findings from new rider research showing that Ballarat locals have embraced e-scooters. Since first launching in December 2021, Neuron's e-scooters have covered over 250,000 kilometres of travel and the vast majority (86%) of people believe they have made a positive impact on the city.

Positive economic impact

The rider survey found that **69% per cent of rides resulted in a purchase at a business** - providing a boost for the local economy. **Additionally, 16% of trips wouldn't have happened at all** if the e-scooters weren't available, meaning local businesses would have missed out on valuable sales. The leading advantages for riding an e-scooter were stated as a fun and enjoyable way to travel (76%), an environmentally friendly transport option (48%), and faster way to get around while also extending range in a given time (39%).

Sustainable and affordable e-scooters encourage the city to ditch their cars

Since launching in Ballarat, Neuron has been actively engaged in supporting the city's sustainability goals, by replacing short car trips. According to the new survey, **well over half (63%) of all trips in Ballarat replaced a car journey**. As well as reducing congestion, the distinctive orange e-scooters are estimated to have eliminated 25 tonnes of CO2 in the city so far.

E-scooters are emissions-free and use significantly less energy than petrol-powered cars, while taking up a fraction of the space. Neuron's e-scooter operations around the world have been certified as a [Carbon Neutral Service](#), and the company has [NoCO2 certification](#), ensuring it is investing in global projects that reduce carbon emissions.

E-scooters provide a genuine transport option

Commuters have also been turning towards e-scooters - Town Hall and GovHub are among the most popular places for people to start and end their ride with city workers using e-scooters as

part of their daily commute. The average trip length in the city is 2.4 kilometres and top reasons for using the e-scooters were stated as **leisure and recreation, exploring cafes, restaurants and the city (79%) commuting to work or study (32%) and running errands (30%)**.

Embraced by the community

The e-scooters have been found to have universal appeal, with riders spread relatively evenly across all demographics. They are most popular among 18-24 year olds (24%), followed closely by 44-54 year olds (22%), 25-34 year olds (22%), and 35-44 year olds (20%) The remaining 12 per cent of riders are aged 55 and above.

Focus on safety

Neuron is a company well known for its focus on safety. The company's e-scooters are fitted with a range of cutting-edge safety features. These include an app-controlled *helmet lock* that secures a safety helmet to the e-scooter between trips; and a *topple detection* feature that can detect if an e-scooter has been left on its side which then alerts an operations team to reposition it safely.

Other innovations include a *000 emergency button* which can tell if someone has had a fall and helps the rider call the emergency services, *Voice guidance* to educate and warn riders of how to ride safely, and a *Follow My Ride* function that allows riders to share their trip with friends and family in real time, for added safety and peace of mind.

Attributable Quotes:

Richard Hannah, Head of ANZ of Neuron Mobility said:

"The people of Ballarat have shown an overwhelming amount of positive feedback about our e-scooters. Sustainability and safety are the core of Neuron's operations and the latest data shows that e-scooters are playing a key role in replacing car journeys. It's encouraging to see so many riders enjoying the service, while reducing congestion and emissions in the city."

"E-scooters are a great way for locals as well as tourists to travel in a safe, convenient and fun way. The majority of trips result in a purchase and this is providing a welcome boost to the local economy. We want to thank the council, our riders and the community for their ongoing support and commitment to making e-scooters a safe and successful addition to Ballarat."

City of Ballarat Mayor, Cr Daniel Moloney said:

"The results of the Neuron user survey are a fantastic reflection of the positive uptake and use of the e-scooters in our city."

"The survey results show that while most of the trips taken on the scooters are for fun and leisure, a really healthy amount were people travelling from A to B around Ballarat. This shows that the e-scooters are really becoming a part of people's daily transport options and commutes."

"We can also see that our business community is really benefiting from the new way for people to get around with restaurants and cafes being the most popular destinations for city explores."

"This State Government trial is almost at the halfway mark of 6 months so to see it tracking so positively in our community gives me hope for the success of this trial overall."

CEO Committee for Ballarat, Michael Poulton e-scooter quotes:

"The e-scooters are the best way to get around town for the many short trips we do every day."

"On the e-scooter, I no longer have the frustration of finding a car park or the worry of whether I put enough credit into the meter. I ride them most days, they are convenient and great fun."

"Most of all, I'm not adding to the city's traffic congestion and I am reducing my personal carbon emissions by not driving my car."

"By travelling on the e-scooter, I literally can 'park' outside the shop I want to go to, and because of this I find, I am more likely to wander into a shop to browse. Inevitably, this means I am spending more in the shops in and around the CBD."

About Neuron Mobility

Neuron, Australia and New Zealand's leading e-scooter operator, differentiates by being the best partner to cities while also leading the industry when it comes to safety and sustainable operations. Founded in 2016, the company has introduced an impressive number of industry world firsts and pioneering innovations including e-scooter battery swapping, geofencing control and integrated helmets. Neuron operates in 18 cities in Australia and New Zealand including Brisbane, Darwin, Adelaide, Canberra, Townsville, Bundaberg, Rockhampton, Hobart, Launceston, Ballarat, Melbourne, Frankston, Perth, Sydney, Auckland, Dunedin, Christchurch and Hamilton. The company has also launched in the United Kingdom from October 2020, and Canada in June 2021.

For more information, visit: <https://www.rideneuron.com>

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