

Neuron and the Australian Road Safety Foundation team up to promote safety as e-scooters launch in Melbourne

- *Neuron Mobility is launching 750 e-scooters in Melbourne on 1 February, as part of the city's 12-month trial in City of Melbourne, City of Yarra and City of Port Phillip*
- *To coincide with the launch, Neuron and the Australian Road Safety Foundation (ARSF) have teamed up to promote rider safety*
- *With Neuron's e-scooters new to the city, the company anticipates large numbers of first time e-scooter riders, who will be less familiar with the riding rules*
- *Neuron has deployed Safety Ambassadors on the ground and also produced a series of lighthearted social media videos to remind riders not to drink and ride, to park responsibly, and also to wear a helmet*

Melbourne, 1 February, 2022 – [Neuron Mobility](#), Australia and New Zealand's leading e-scooter operator, has teamed up with the [Australian Road Safety Foundation](#) (ARSF) to promote safety and educate the public on the riding rules to coincide with the company's launch in Melbourne.

From 1 February, 750 of Neuron's purpose-built e-scooters will be available in the City of Melbourne, City of Yarra and City of Port Phillip, as part of the city's first 12-month rental e-scooter trial. With Neuron's service new to the city, the company anticipates many first-time e-scooters riders, some of whom will be less familiar with the riding rules.

To encourage safety and familiarise residents of Melbourne with the riding rules, Neuron has launched a *ScootSafe Campaign*. To support the campaign, Neuron will be holding ScootSafe events at the State Library Victoria on Tuesday, 1 February from 11:30am to 6:30pm, Queensbridge Square on Friday, 4 February from 3:00pm to 7:00pm and St Kilda Festival (South Beach Reserve) on Saturday, 5 February, 10:30am to 4:00pm. Neuron will also be deploying a team of roving 'Safety Ambassadors' to e-scooter hotspots at key times over the launch period to engage with the general public. People who attend the events or visit Neuron Safety Ambassadors will have the opportunity to take a short safety briefing to earn rewards such as free credits for future rides.

To further reinforce safety, the campaign also includes a series of short videos that will be promoted on social media. The lighthearted videos include reminders around, [not riding on the footpath](#), [responsible parking](#), [no drink riding](#) and also [urges riders to wear helmets](#).

Richard Hannah, Head of ANZ at Neuron Mobility, said: "We are looking forward to providing our e-scooters in Melbourne as part of the trial, as it is a fantastic city and well suited to micromobility. It's also great to be partnering with ARSF to help promote e-scooter safety in the city."

He continued: “Our e-scooters are packed with cutting-edge features designed to make them as safe as possible for riders and pedestrians, but we want to take this opportunity to reinforce the rules as well as our safety guidelines - it is the responsibility of every rider to do the right thing. Ultimately, we’re committed to providing a safe, convenient and environmentally-friendly service for our users but also for the general public.”

Russell White, CEO of ARSF said: “E-scooters are a great new mode of transport and they are having a positive impact in many Australian cities. However riders must stay alert, behave responsibly and follow the rules. We’re urging all riders to be responsible. Don't be complacent, don't drink and ride, and please wear a helmet even on the shortest trip - Neuron's e-scooters all have one provided. Be aware of the riding environment, pedestrians and others, and remove distractions, including earphones.”

He concluded: “Neuron’s e-scooters are packed with safety features. They all have integrated helmets, bigger wheels, a wide deck, an emergency button to name a few. Ultimately, the onus is also on e-scooter riders to abide by the riding rules. We can all do our part to keep ourselves and the people around us out of harm's way.”

This is Neuron’s third Victorian launch after the company launched e-scooters in Ballarat in mid-December, and e-bikes in Frankston earlier this year. Other cities in Queensland, South Australia, ACT, Northern Territory and Tasmania are already benefiting from the company’s industry-leading e-scooters, which have been purpose-built to a commercial grade, specifically for renting.

Neuron’s distinctive safety orange e-scooters offer a range of world-first safety features and pioneering innovation including the world’s first app-controlled *Helmet Lock* which secures a safety helmet to the e-scooter, electronically releasing it to use at the start of the booking.

Other safety features include “*Follow My Ride*” which allows riders to share their trip with friends and family in real time for added safety and peace of mind; and a *000 emergency button* which can tell if someone has had a fall, then help them call the emergency services. A *topple detection* feature will alert Neuron’s operations team if an e-scooter has been left on its side so it can be repositioned. *Geofencing technology* also controls where e-scooters are ridden and parked, and how fast they can travel in certain areas.

To support the city, and to encourage riders to ditch their cars, Neuron is providing free morning commutes between 5am - 9am on weekdays for the first month. This will provide residents with a safe, sustainable and free way to commute to work.

Riders will be able to book and use the e-scooters through Neuron's user-friendly app, which can be downloaded from the App Store or Google Play and set up in a matter of minutes.

Important Riding Rules and Safety Tips for Melbourne:

- Neuron riders must be 18 years old and above
- E-scooters cannot be ridden on the footpath
- E-scooters can only be ridden on bicycle lanes, bicycle paths, shared paths, and low-speed roads with a speed limit of 50km/h or less
- Only one rider allowed per e-scooter, and no tandem riding with children
- Wearing a helmet is mandatory, there is one on every e-scooter
- Maintain a safe distance between riders and pedestrians
- Give way to pedestrians and mobility devices (such as wheelchairs) at all times
- Do not ride under the influence of alcohol or any other substance
- Park responsibly, don't obstruct access areas, don't park too close to a junction

<ENDS>

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 14 cities in Australia and New Zealand including Brisbane, Darwin, Adelaide, Canberra, Townsville, Bundaberg, Ballarat, Hobart, Launceston, Melbourne, Auckland, Dunedin, Christchurch and Hamilton. The company has also launched in the United Kingdom from October 2020, Korea in March 2021 and Canada in June 2021.

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

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MEDIA OPPORTUNITY

DATE: Tuesday, 1 February from 12pm

TIME: Anytime between 12 - 2pm (please ask media to confirm a time)

LOCATION: The State Library of Victoria, State Library Victoria, 328 Swanston St, Melbourne VIC 3000

WHO: Richard Hannah, Head of ANZ at Neuron Mobility and Russell White, CEO of the Australian Road Safety Foundation

WHAT: Melbourne e-scooter trial launch, and Neuron ScootSafe Campaign Launch

WHY: Neuron is Australia’s leading e-scooter operator. The largest in Australia, Neuron operates in 10 Australian cities including Brisbane, Darwin, Adelaide, Canberra, Townsville, Bundaberg, Ballarat, Hobart, Launceston, Melbourne.

Neuron is a leader when it comes to safety. The ScootSafe Campaign launch will allow media to learn more about the riding rules in Victoria, media will receive an e-scooter demonstration and be some of the first in Melbourne to ride Neurons safety-first e-scooters.

The ScootSafe Campaign is presented with [Australian Road Safety Foundation](#) (ARSF) the country’s leading non-profit road safety organisation. ARSF and Neuron collaborate to promote best practice for rental e-scooter safety across the country. CEO of ARSF Russell White, will also be available to interview.

Photo/Video Opportunity: Interview with Richard and Russell, e-scooter demonstration and ride, photo/video of Neuron’s Safety Ambassadors.

Images, videos and B-roll:

Footpaths are for Pedestrians (VIC): <https://www.youtube.com/watch?v=Cg-5bl-nFok>

Wear a Helmet: <https://www.youtube.com/watch?v=wJZTOrqL5Hs>

Park Responsibly: <https://www.youtube.com/watch?v=IYIR8ny-Blo>

Drink Riding: <https://www.youtube.com/watch?v=woSVjkHsdms>

B-roll footage: [LINK](#)

VNR: [LINK](#)

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Key Messages and Q&A (ScootSafe Media Event)

Richard Hannah, Regional Manager Neuron:

- Excited to partner with City of Melbourne, City of Yarra and City of Port Phillip, as part of the city's first e-scooter trial
- With Neuron's service new to the city, we anticipate there will be many first-time e-scooters riders, some of whom will be less familiar with the riding rules.
- To promote safe riding from day one, we have teamed up with the [Australian Road Safety Foundation](#) (ARSF) to launch our #ScootSafe campaign, which will be aimed at educating the public on the riding rules.
- To support the campaign, Neuron will be holding ScootSafe events at the State Library Victoria on Tuesday, 1 February, Queensbridge Square on Friday, 4 February; St Kilda Festival on Saturday, 5 February.
- Neuron will also be deploying a team of roving 'Safety Ambassadors' to e-scooter hotspots at key times over the launch period to engage with the general public.
- People who attend the events or visit Neuron Safety Ambassadors will have the opportunity to take a short safety briefing to earn rewards such as free credits for future rides.
- The safety tips and responsible riding guidelines will come in very handy for those making the most of our offer of FREE morning commutes, which will be available for riders between 5am - 9am (Mon - Fri), for the first month.
- Our dedicated 24/7 ground patrol team will be safely reposition and relocate our e-scooters to where they are needed most, as well as cleaning, safety checking and changing batteries, they also engage with riders about safe riding behaviour
- They are armed with hospital-grade disinfectant to keep e-scooters and helmets clean and germ-free.
- Our e-scooters are packed with cutting edge features designed to make them as safe as possible for riders *and* pedestrians. Every e-scooter comes with an integrated helmet that can be electronically unlocked at the start of the journey - it's the law for riders to wear them at all times.
- All our e-scooters are GPS-enabled. So we use *Geofencing technology* to control where they are ridden and parked, and how fast they can travel in certain areas, by creating slow-zones, no-ride zones and no-parking zones.
- Other safety features include *voice guidance* - the e-scooter actually talks to you - to educate and warn you on how to travel safely; a *Follow My Ride* feature which allows riders to share their trip with friends and family in real time, for added safety and peace of mind, and *topple detection* which alerts Neuron's operations team if an e-scooter has been left on its side so it can quickly be repositioned.

- If someone does have a fall, our inbuilt *000 emergency button* can detect this and help the rider call emergency services.
- Every e-scooter also has a number plate for easy recognition to promote responsible riding.

Russell White, CEO ARSF

- It's great to have e-scooters on the streets in the city of Melbourne, they are a really good alternative form of transport for reducing congestion and emissions. But they are not toys and people need to follow the riding rules and the law.
- We are delighted to be partnering with Neuron to launch our joint ScootSafe Campaign.
- With Neuron's service new to the city, we anticipate there will be many first-time e-scooters riders, some of whom will be less familiar with the riding rules.
- We urge users to be responsible when riding an e-scooter. Don't ride in tandem especially with children, don't drink and ride, and please wear a helmet - each Neuron e-scooter is fitted with an integrated helmet, so use them to protect yourself, even on the shortest trip.
- Ultimately, the onus is also on e-scooter riders to abide by the riding rules. We can all do our part to keep ourselves and the people around us out of harm's way.
- E-scooters are a great new mode of transport for getting around and to provide residents with a convenient and sustainable option for short trips.
- As the country's leading non-profit road safety organisation, we are proud partners of Neuron and are confident in the extensive safety measures that have been put in place to keep riders and members of the public safe.
- E-scooters are a great means of getting around and provide residents with a convenient and efficient option for short trips - however they are not toys.
- Neuron's 'ScootSafe' briefings will be conducted at popular hotspots around the city to further engage the public on e-scooter safety and responsible use.
- We continue to encourage patrons using the e-scooters to abide by the road and safety rules as well as park in a responsible manner.

A few simple rules for riders ([Victorian riding rules](#))

- Neuron riders must be 18 years old and above
- E-scooters cannot be ridden on the footpath
- E-scooters can only be ridden on bicycle lanes, bicycle paths, shared paths, and low-speed roads with a speed limit less than 50km/h
- Only one rider allowed per e-scooter, and no tandem riding with children
- Wearing a helmet is mandatory, there is one on every e-scooter
- Maintain a safe distance between riders and pedestrians
- Give way to pedestrians and mobility devices (such as wheelchairs) at all times
- Do not ride under the influence of alcohol or any other substance

- Park responsibly, don't obstruct access areas, don't park too close to a junction

***Note: In Victoria the following is in place**

Drug/drink driving penalty regime

You do not need a driver's licence or learner permit to ride an e-scooter, however if you are caught riding an e-scooter with a blood or breath alcohol concentration (BAC) of 0.05 or above **you will face heavy fines and lose your drivers licence or learners permit.**

For questions around enforcement, media can be directed to the [VIC Roads website](#).

DRAFT Q&As (mostly for RICH, FYI for Russell)

How many e-scooters will you be deploying in Melbourne? We will be launching with an initial 750 of Neuron's purpose-built e-scooters, across the City of Melbourne, City of Yarra and City of Port Phillip.

Where can the e-scooters be ridden? The e-scooters can be ridden on low-speed roads (up to 50km/h), bicycle lanes, bicycle paths and shared paths, e-scooters will not be permitted on footpaths and high-speed roads where the limit is above 50km/h. There will be geofencing in place to control where e-scooters can be ridden and parked and how fast they can travel in certain areas. There will be a dictated riding area, no-riding zones, go-slow zones and no-parking zones.

(Note: You could give an example of say Bourke Street Mall)

Will you be geofencing Footpaths?

We are working closely with all three councils to implement geofencing to control where e-scooters can be ridden and parked and how fast they can go in certain areas. The riding area will have 'no-go zones' and 'no parking zones' as well as 'preferred parking' locations in the city. No doubt we will continue to change these over time.

It is against the law to ride on the footpaths in Victoria. Riders who do face large fines, as well as suspensions. We anticipate it may take a little time for riders to familiarise themselves with the riding rules.

Neuron's riders sign up to a comprehensive list of riding rules before they take the first trip. Riders must be over 18 years of age, only one person is allowed on an e-scooter at a time. Riding under the influence of alcohol is prohibited, and Neuron provides guidance on where and how to park and ride. All this information appears in the app that riders

see at the start of every trip, plus there's voice guidance to remind people of some of the key points, and even stickers on the e-scooters with the main dos and don'ts.

How will you stop people from riding on Footpaths

In regards to the riding rules, all of our e-scooters are GPS-connected and all trips are logged so it's fairly easy to identify the small number of riders who are doing the wrong thing. Our e-scooters are all fitted with registration plates on the back and front, which makes it easy for people to report any issues. We encourage members of the public to report irresponsible and dangerous riding by contacting our team. All the details are available on the e-scooters.

Cases of repeat offending are rare. We generally warn people and try to re-educate them, but we can also suspend or ban accounts for dangerous riding or repetitive misbehavior. We're committed to providing a safe, convenient and fun service to all of our riders and to the general public.

Lastly, we will work with the Melbourne police to ensure that users are following the rules to ride correctly and safely, and to support the police in enforcing these riding rules.

What are the hours of service? We will be running a 24 hour service to cope with shift workers that might finish or start later.

How much will they cost? Single trips will cost AUD\$1 to unlock the e-scooter and 45 cents per minute thereafter. More frequent users have the option to purchase *Neuron Passes*, a subscription service, available in three-day (AUD\$25), weekly (AUD\$33), or monthly (AUD\$45) options. The packages will allow users to ride as many times as they want for up to 90 minutes per day for a fixed affordable price. This will result in no additional unlocking fees and savings of up to 96%.

How fast can they be ridden? The N3 e-scooter has two speed gears which riders control via a button on the scooter dashboard. The first gear is at a speed limit of 15km/h and is designed for less experienced riders. More advanced users can toggle to the second gear which is set at a maximum of 20km/h. Speed is also limited in certain locations for safety reasons; these slow-zones are set by the council and they work in conjunction with GPS and geolocation.

How can riders get started? Riders will be able to book and use the e-scooters through Neuron's user-friendly app, which can be downloaded from the App Store or Google Play

and set up in a matter of minutes. Fill details in the app, add a payment method, scan the QR code on the e-scooter, helmet on, safety checks, end trip, park safely, return the helmet and take an image.

What are the differences between a shared e-scooter service and the often criticised shared bike services that failed in Melbourne?

Our e-scooter program is very different from previous bike sharing schemes. Using GPS on the e-scooter and geofencing technology we implement 'no-go zones' and 'no parking zones' as well as 'preferred parking' locations in cities. The latter incentivises riders with a discount to leave e-scooters in areas of high demand, helping to reduce clutter on the street while maintaining convenience for users. We also use technology to ensure that our e-scooters are used and parked responsibly. We also have *topple detection* on our e-scooters so that we can see where and how they have been parked and so that we can prioritise resolving any parking issues.

We are also sure to start with a conservative number of e-scooters and if we do scale up, we do this in a controlled and sustainable manner in line with demand. We run a 'high-touch' business which means that we have operations teams working around the clock changing batteries, safety checking and cleaning the e-scooters and moving them to where they are needed most.

How will you stop people from throwing the e-scooters in the Yarra River?

In terms of where our e-scooters are ridden and parked, they are fitted with GPS and are controlled by geofencing. E-scooters cannot be ridden out of the riding area, they lose power entirely. Our e-scooters also have *topple detection* which means that if they are left on their side our ground team gets an alert and then moves to reposition it safely. Geofencing also controls speed in some areas.

We worked closely with the City of Melbourne to set up our operating zone, and in regards to the Yarra River there is a total no parking zone around the river. We have this set up in other cities and it is working well. Thankfully we have found that the overwhelming majority of riders are responsible and respectful, and our e-scooters are not ending up in local lakes, rivers and oceans.

What are you doing to protect riders from COVID-19? We want to reassure everyone that we have a range of cutting-edge antiviral measures to keep e-scooters clean and safeguard riders. Neuron sanitisation teams will be working around the clock to keep e-scooters germ-free, using hospital-grade disinfectant, approved by The Australian Therapeutic Goods Administration (TGA), to kill a broad range of bacteria and viruses including COVID-19. There are also reminders in the app. And we have rider and trip data that can help with contact tracing if required.

Is there a minimum age limit for riding an e-scooter? Our terms of service require that riders be at least 18 years old in Australia. That's the legal age that people can sign up to our terms of service.

Are all riders insured in Australia?

Neuron has significant public liability insurance and all riders in Australian cities are covered by personal accident insurance. This goes well beyond what is required by law and beyond a private e-scooter or bike for instance. Like any insurance people must be riding within the law to be covered by it.

We also recently became the first operator in Australia and New Zealand to implement third party rider liability insurance. The number of e-scooter incidents involving third parties is very small, but we know that being fully covered is a concern for many riders, as well as the wider public. This also brings the level of protection associated with Neuron's service similar to more traditional transport modes

Who do customers contact if they have a complaint, Council or Neuron?

E-scooters are all fitted with registration plates so members of the public can report any issues by contacting the Neuron Customer Support team, via their app or by phone and email - the details can be found on the Neuron website and on the e-scooter. Since e-scooters are GPS-connected and all trips are logged, it will be fairly easy to identify the small number of riders who might break the rules. Neuron also has the ability to suspend the accounts of those found to be repeatedly breaking the riding rules.

In the event of a serious accident or fatality how do you manage this? Safety is our top priority and is key to our product design - we do everything we can to reduce the risk of accidents [*talk about safety features*]. Despite this, accidents do happen which is why we have robust processes in place to deal with them. First emergency services, then inform our 24/7 helpline.

- *E-scooter design 11.5" wheels, wide deck for extra stability*
- *Helmet Lock*
- *Voice guidance*
000 Emergency Button
- *Topple Detection*
- *Follow my Ride*

[If pressed: We have a low incident rate in ANZ - less than 2 incidents requiring hospital treatment per 100,000 kms.]

How have e-scooters been received in other Australian cities? Including Melbourne we will be operating in 14 cities in Australia and New Zealand. Australian cities include Brisbane, Canberra, Darwin, Adelaide, Townsville, Bundaberg, Ballarat, Hobart and Launceston. The e-scooters have been well-received in all our cities. During the pandemic lockdown they provided transport for essential workers in Brisbane and now they are helping get people out and about locally which is helping cities bounce back. A recent rider survey found that around 90% of riders in Brisbane believe e-scooters have made a positive impact in the city.

We have also built strong partnerships with city councils and have worked on a range of initiatives that help them deliver innovative, safe and sustainable transport. These include jointly innovating and integrating new technology like geofencing to control slow-zones, no-go zones and no-parking zones. Our 'Data Team' provides data (real time and analysed) of e-scooter movements, speed and drop-off and pick-up points to help the City Council better manage their transport system. We also work on safety campaigns so that riders are more aware of how to use e-scooters as safely as possible.

We have seen in Hobart that councillors are calling for an end to the trial over safety concerns, what are you doing to make sure the program in Melbourne is safe?

Neuron has experienced an extremely busy start to the e-scooter service in Hobart, with 50,000 trips being taken in the first month alone. The uptake has been significant and many people have been replacing car trips with e-scooter journeys. Overwhelmingly we have had positive feedback and support from those that have taken a trip. Over 99.99 % of all trips on our e-scooters have been incident-free since launch.

Of course some people are still undecided about e-scooters, that happens particularly in the early days of a new programme. We are aware that some councillors have expressed concern and have met with them already to try and allay their fears and provide context and data that shows the many benefits of the service, from supporting tourism, boosting the economy, reducing congestion and improving air quality.

We are conscious that we are only one month into a 12-month trial. We will continue to work with the Council, and the wider community, to adapt our service and integrate our e-scooters into the city in the best possible way.

We are a safety focused company, it is at the heart of everything we do, from the way we design our e-scooters that are purpose built for sharing to the way we operate. (go into key messages about safety)