Merging micro mobility in our transportation system
What’s Micro mobility…?

**Micro mobility** is another form of transportation such as bicycles or electronic scooters and electric bikes made for short distances (1-8 km) and for short duration.

USA as Example:

<table>
<thead>
<tr>
<th>Micromobility</th>
<th>Medium distance</th>
<th>Long distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-5 miles</td>
<td>5-15 miles</td>
<td>15+ miles</td>
</tr>
<tr>
<td>BIKES &amp; SCOOTERS</td>
<td>RIDE HAILING</td>
<td>CAR SHARING</td>
</tr>
<tr>
<td>60% of trips in the US</td>
<td>25% of trips in the US</td>
<td>15% of trips in the US</td>
</tr>
</tbody>
</table>
MEMBER ASKING ABOUT THE IMPORTING FEES

Members Questions and inquiries:

Survey!

- Membership fees:
- Added by you
- $300

- Payment methods:
- Added by you
- By bank transfer
- By check
- By credit card

- Any other comments:
- Added by you
- Please provide more information.
USER EXPERIENCE
(CHARGING HIS CAR)

EXPLAINING HOW LITHIUM BATTERY WORKS

THE DIFFERENCE BETWEEN AC & DC MOTOR

EXPLANATION OF LITHIUM BATTERY WORKS

AC vs DC MOTOR

ELECTRIC VEHICLE CHARGING STATION
Group insights:

- Total Members: 39,012 (30.0K Members)
- Active Members: 34,116 (Last 7 Days)
Educational videos:
Electrified Egypt Channel (+ 4000 subscriber/ + 150K Views)
FAQ QUESTIONS
+700 EV NOW IN EGYPT AND STILL COUNTING...
TESLA WORKS AS TAXI IN ALL EUROPE AND STILL WORKING WITH HIGH EFFICIENCY AFTER MORE THAN 250 MILES
TESLA AND INFINITY DC CHARGERS IN GAS STATIONS:

هشحنه فيها لو مسافر؟
PLUGSHARE APPLICATION:

+130 EV CHARGING POINT & STILL COUNTING

مفيش بنية تحتية ليها

INFINITY-e
CHARGERS AT COMPOUNDS AND MALLS:

SODIC WEST

CAIRO FESTIVAL CITY

COMING SOON IN PALM HILLS
OFFICIAL AGENTS:

<table>
<thead>
<tr>
<th>BMW I3</th>
<th>I8</th>
<th>ROADSTER</th>
<th>E100</th>
<th>E200</th>
<th>E300</th>
<th>E500</th>
<th>IONIQ HYBRID</th>
<th>MG ZS EV</th>
</tr>
</thead>
</table>

COMING IN 2020
TOTAL COST OF OWNERSHIP:

TCO = I + O + M - R

- Initial Cost
- Cost of Operation
- Cost of Maintenance
- Remaining Value

Incentives:

- You are allowed to import 3 years old **USED** EV car with **NO CUSTOMS**.
- License fees compared to ICE cars will be **Much Lower than ICE Cars**.
Does It worth to purchase EV if I do short range or km?
Micro-Mobility could be the solution:

- **UBER** trips declined at rush hours and clients prefer riding bikes.
- No Parking needed.
- Better for short range trips.
- Better for crowded places to avoid high traffic jam.
- Solution for first and last mile journey.
- Green Transportation and you can charge it at home.
- Replacing Personal car.
- Stress Free (avoid congestions and high traffic, flexibility).
- Offers Door to Door Mobility.
Examples of micro mobility in Egypt: Up To 80 km per charge
Even in resorts:
Electric TukTuk by Solectra at El-Gona
It's only a matter of time.