

Free2Move Awarded Prestigious German Mobility Prize

Berlin, Sep 10, 2018 (Issuewire.com) - Free2Move, the world's largest on-demand mobility marketplace, is humbled to announce that the German Federal Ministry of Transport and Digital Infrastructure has designated the company a recipient of the 2018 German Mobility Prize. Awarded in conjunction with the "Germany: Land of Ideas" initiative, the prize pays tribute to projects that offer innovative answers to a central question on the mind of all city residents: How can mobility become smarter?

Free2Move uniquely serves this vision by executing its mission to provide a seamless mobility solution that enables urban dwellers to choose the most convenient and effective method for moving around their cities. The 65-people strong company's goal is to actualize the understanding that people don't need to own a car to be fully mobile.

"We want mobility to be seamless, sustainable, affordable... and not so terribly confusing," says Fabian Kofler, co-Founder and Co-CEO of the company. By delivering this solution, Free2Move also helps address the broader societal issue of urban sustainability. As Kofler notes, "People should be able to live in cities that are less congested and where resources are shared sustainably and smoothly by millions of users."

Today, over 1 million people in more than 30 cities across the globe have accessed Free2Move to compare more than 70,000 vehicles from a wide variety of sharing companies – car, scooter and bike, as well as other mobility sharing offers, all in one app on one local map. People can discover the closest preferred vehicle, compare offers and immediately book the best fit. Additionally, for those new to the sharing economy, Free2Move enables people to register for multiple sharing services with one single registration process.

The social, economic and ecological impacts Free2Move achieves with its app are another factor that the jury was impressed with. "The winners of the German Mobility Prize are an excellent example of how mobility can become even more sustainable through the use of digital innovation", says Dieter Kempf, President of BDI – The Voice of German Industry. The prize's aim is to make these innovative companies publicly visible, an opportunity Free2Move is grateful to accept.

What began as a radical idea to make carsharing easy for everyone continues to develop and evolve into a platform that pushes the global boundaries of seamless, on-demand mobility, offering everyone the chance to be Free2Move.

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Source : Free2Move

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