

ekar Launches Mobility Software Solution for Fleet Owners



Dubai, Nov 24, 2020 ([Issuewire.com](https://www.issuewire.com)) - *ekar Mobility OS (Operating System) is the region's first telematics agnostic software solution that enables car rental and leasing companies to digitally rent and unlock their cars via mobile app.*

- *ekar Mobility OS empowers car rental and leasing companies to optimize fleet utilization and track vehicle and user behavior in real-time.*
- *ekar is poised to add more than 5,000 'ekar Fleet' cars within its app over the next 6 months across UAE and Saudi Arabia.*

ekar, the Middle East's first and largest self-drive mobility company, has rolled out its innovative 'ekar Fleet' product, a SaaS platform enabling car rental and leasing companies to instantly enable their vehicles onto the ekar app and benefit from a fully contactless rental process, increased fleet utilization, driver behavior analytics, and tracking of vehicles in real-time. No longer bound by hardware or geographic limitations, ekar's Mobility OS is poised for explosive international scale as it bolsters an otherwise struggling car rental and leasing industry.

"We recognized early that the focus of our fundraising spend should be towards building our technology infrastructure. Unlike other mobility players in the Middle East who are using generic third-party

technology, ekar has been laser-focused on internal technological developments that benefit both consumers and fleet owners. We are proud to have signed on more than 5,000 vehicles to the program within a few short weeks of our recent soft launch.

There are over 500,000 daily rental and leased vehicles in the Gulf that can now be seamlessly on boarded onto ekar's Mobility OS via any in-car telematics device, and we intend to work with our valued partners to on board as many as possible," said Vilhelm Hedberg, Founder of ekar.

For consumers, the 'ekar Fleet' program will add thousands of new cars to the ekar platform. Consumers will enjoy new models of both combustible and electric vehicles from economy to premium. Increasing fleet size also means that an available car is more likely to be around the corner to rent and unlock via the ekar app.

Last year, ekar was recognized as the highest utilized free floating carshare service in the world. Although governmentally imposed COVID lockdowns temporarily blocked the service in early 2020, the company has since turned this headwind to a tailwind as demand for the service has seen an uptick from both customers (B2C) and businesses (B2B).

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About ekar: ekar is the Middle East's first and largest self-drive mobility company, providing users on-demand access to a network of thousands of vehicles via its mobile app. ekar is car rental simplified, without the hassle of being bound to a single location such as a rental kiosk. Users can pick up and drop off the car at any location and at any time, while paying a fraction of the cost of a ride-hailing or a taxi service. The company's flexible pricing structure means that users can choose to pay per minute, hour, daily or weekly depending on the user's needs with prices starting as low as 60 fils per minute.

Since its inception in 2016 by its Founder Vilhelm Hedberg, ekar has grown from a 15-vehicle pilot program with Etihad Airways to a multi-country service used by more than 200,000 customers and booked an impressive 1.2 million trips. ekar was awarded GCC Car Sharing Providers Company of The Year in 2019 by Frost & Sullivan, Top 5 Startups in 2018 by Forbes Middle East, and Founder Vilhelm Hedberg has been crowned SME Leader of the Year 2018 by Arabian Business. For more information, please visit www.ekar.me.



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