

ÖAMTC easy way

Florian Moosbeckhofer

Head of Innovation & Mobility

ÖAMTC



Austrias largest club





8th largest mobility club worldwide



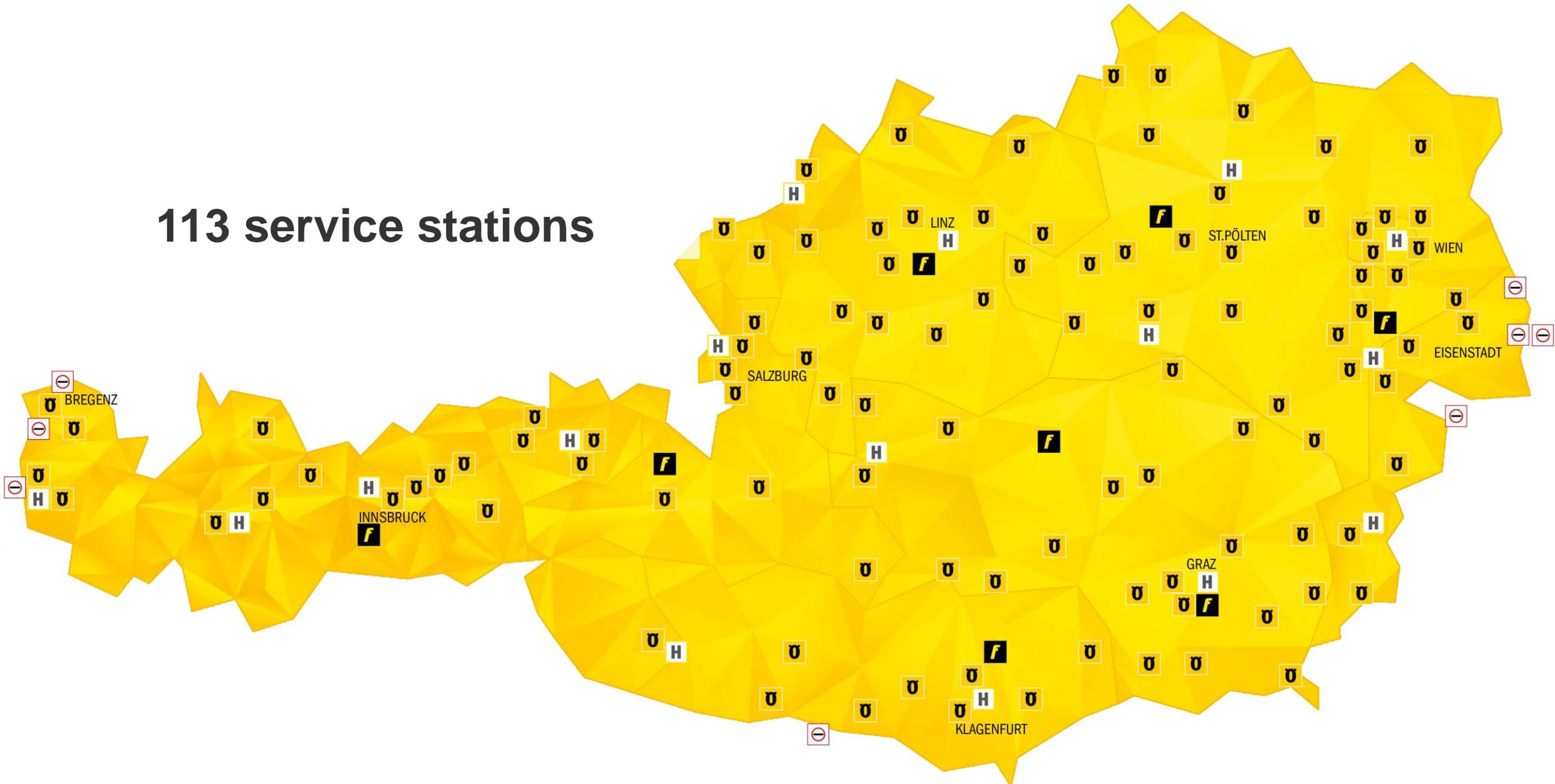


Founding member of FIA

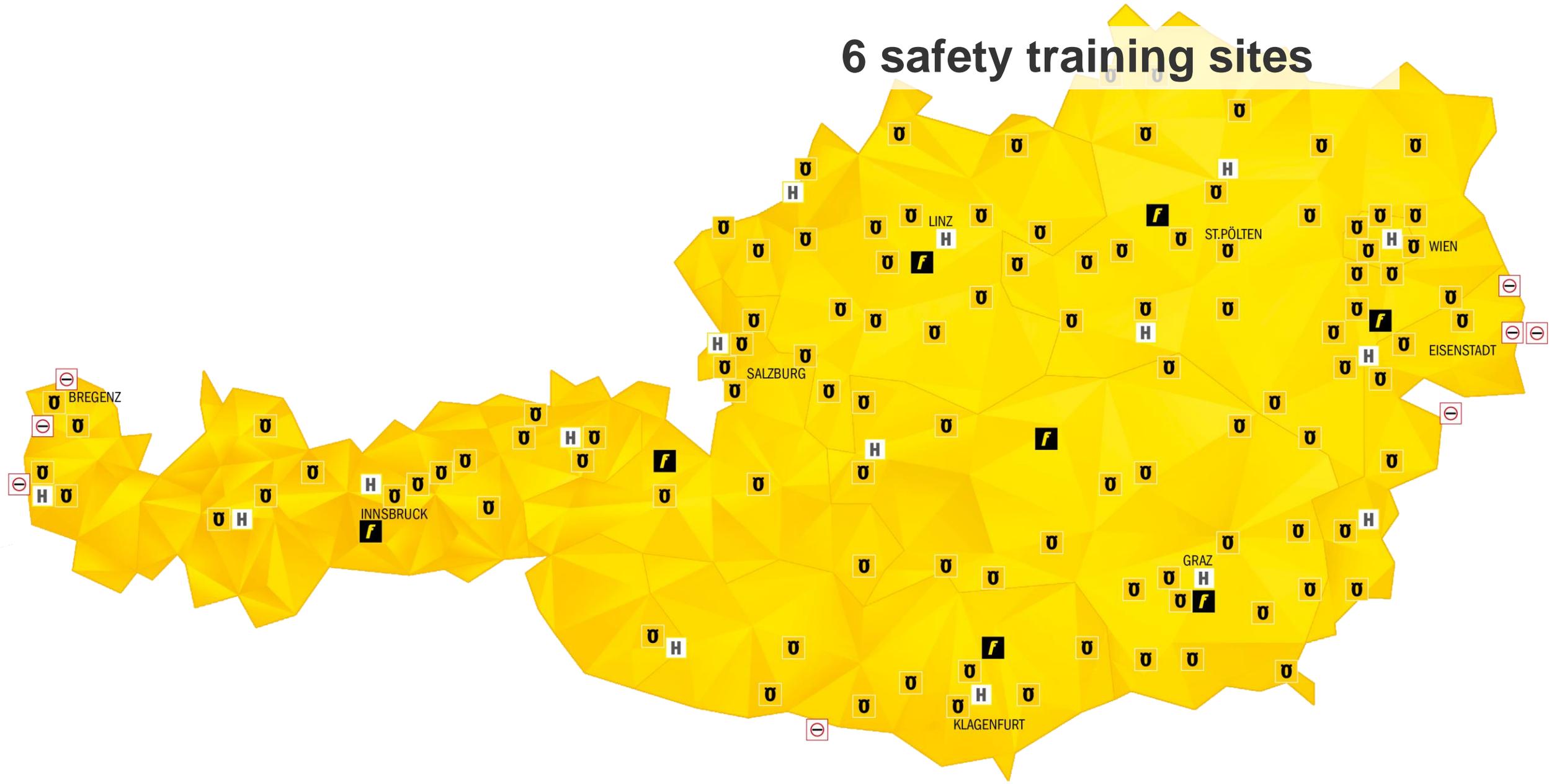


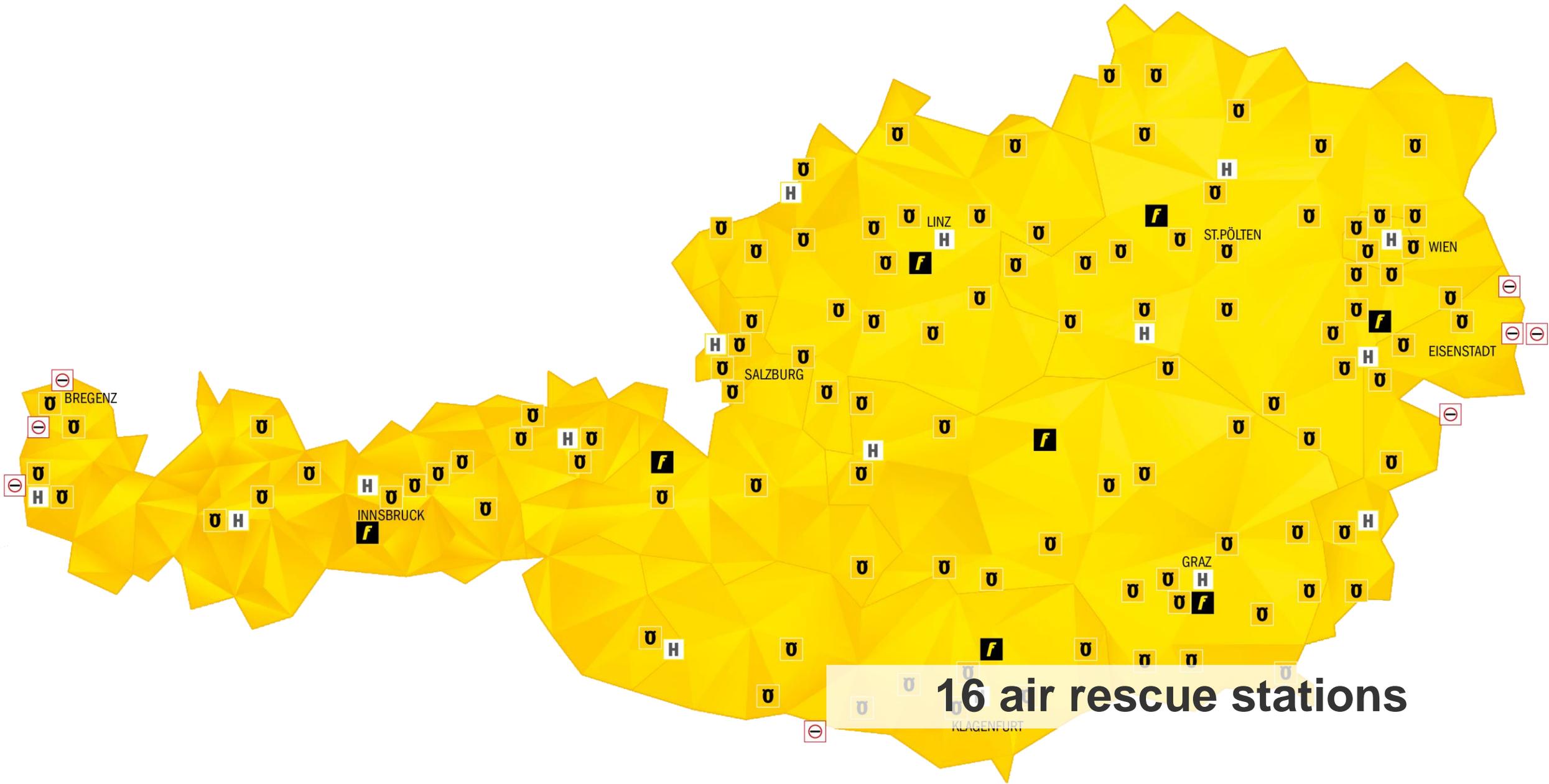
> 2,1m Members

113 service stations



6 safety training sites



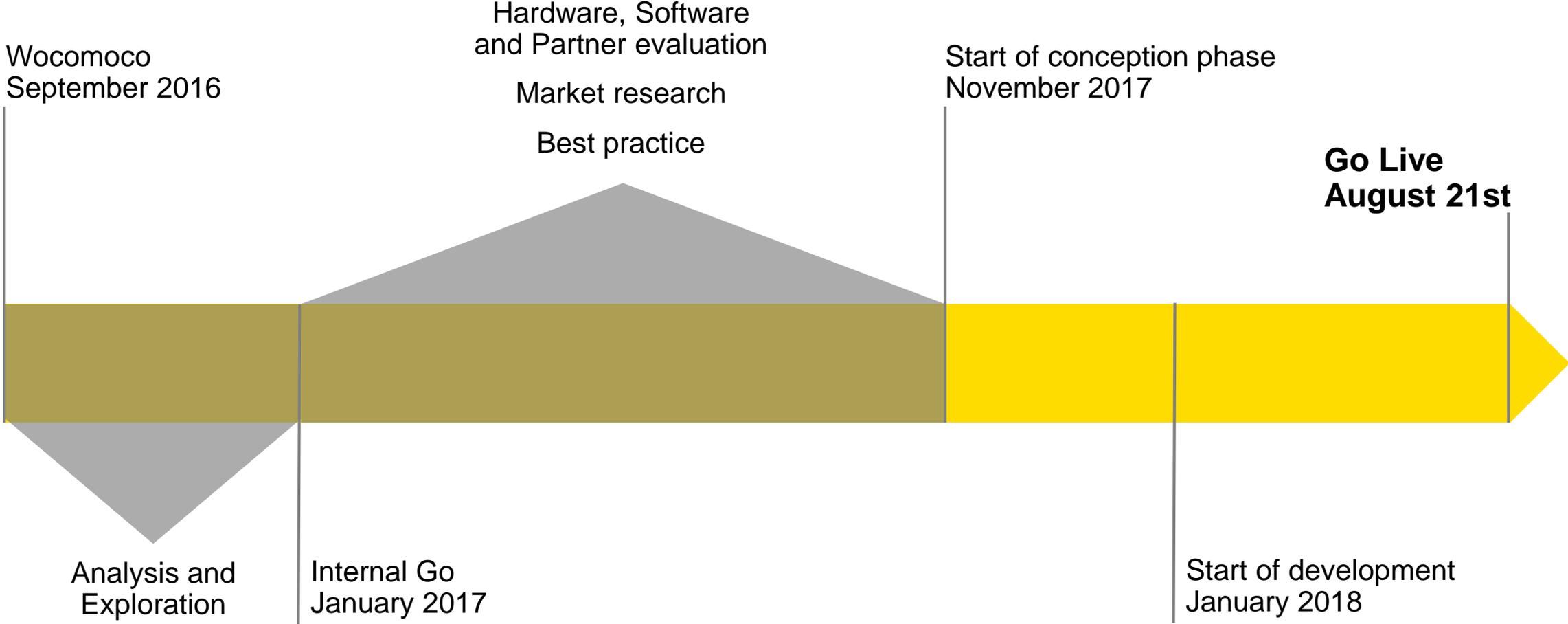


16 air rescue stations



OAMTC

Project Timeline



Hardware

EASY WAY
DAMTC



easyway

DAMTC

It's easy



Download the App



Put on a helmet



**Register &
Upload Licence**



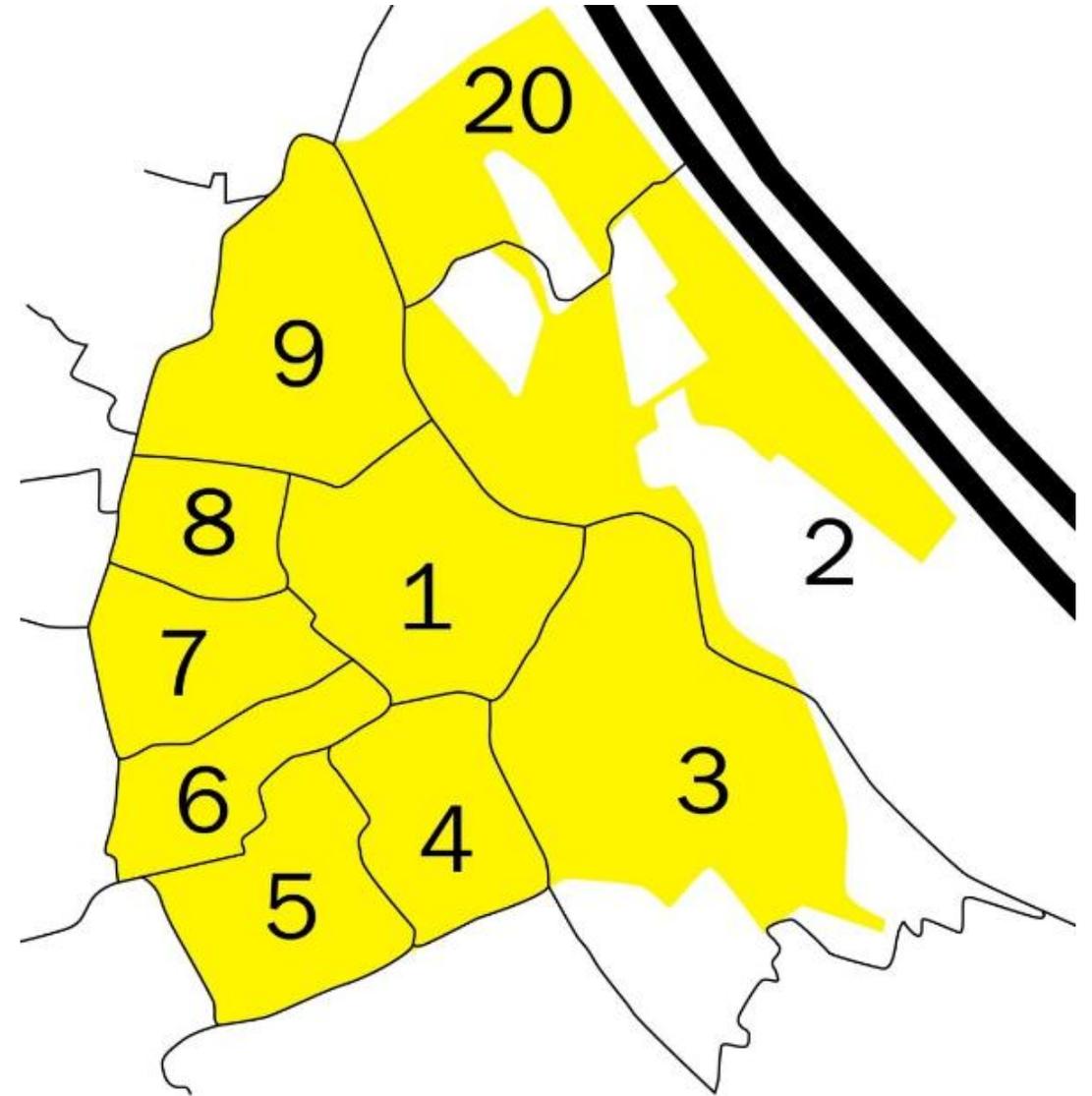
Find a Scooter



Let's go!

Business Area

- 27 km² → 5,6 eScooters per km²
- Every ÖAMTC station in Vienna
- Points of Interest
- Adaption to customer requests
- Whole city of Graz



Facts & Figures



Scooters

Vienna 150
Graz 15



Registrations

> 6.000



Rides

> 3.000

Base Price
€ **4**
up to 30 minutes



€ **0.10**
each additional minute



Learnings

- Sharing is a complex business!
- Don't underestimate the different parts of the operation
- Invest in research and choose your partners carefully
- Customer behaviour is hard to predict and varies between areas
- Get involved in the sharing ecosystem to maximize usage
- Finding the right people is key to the success of this venture
- Expect the unexpected

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