



2024

Rider Report: *Rising to the Moment*

veo

A Message from Our CEO

2024 was a pivotal year for the micromobility industry. Market consolidation highlighted the need for sustainable business models and innovative solutions to meet growing demand. While some companies scaled back or closed their doors, Veo rose to the challenge, demonstrating that prioritizing community needs and operational excellence allows micromobility to not only survive but thrive.

Veo's third annual rider survey, with feedback from more than 12,000 participants, reaffirms the transformative impact of shared micromobility. Beyond making life without a car possible, it's bringing affordability, convenience, and fun to millions of people. In the pages ahead, you'll discover key insights from our riders:

- **Veo is enabling car-free living:** 40% of riders don't have access to a car, and 28% don't hold a driver's license, highlighting how shared scooters and bikes are enhancing mobility and car-free living across the country.
- **Innovative vehicles will drive micromobility adoption:** Over half of riders indicated they'd use Veo more often if vehicles were designed to carry groceries or accommodate two riders. We're already working to meet this demand—stay tuned for exciting new vehicle launches in 2025.
- **Safe infrastructure is essential:** Riders consistently rank protected bike lanes as the #1 factor that makes them feel safe. This highlights the importance of connected, protected infrastructure—not only for improving safety but for encouraging more people to embrace micromobility.

As we look ahead to 2025, Veo is committed to pushing boundaries and setting new standards for what micromobility can achieve. We'll continue to innovate, enhance accessibility, and champion policies that prioritize people and communities.

Thank you for being part of this journey.
Warm regards,



Candice Xie
Co-founder and CEO



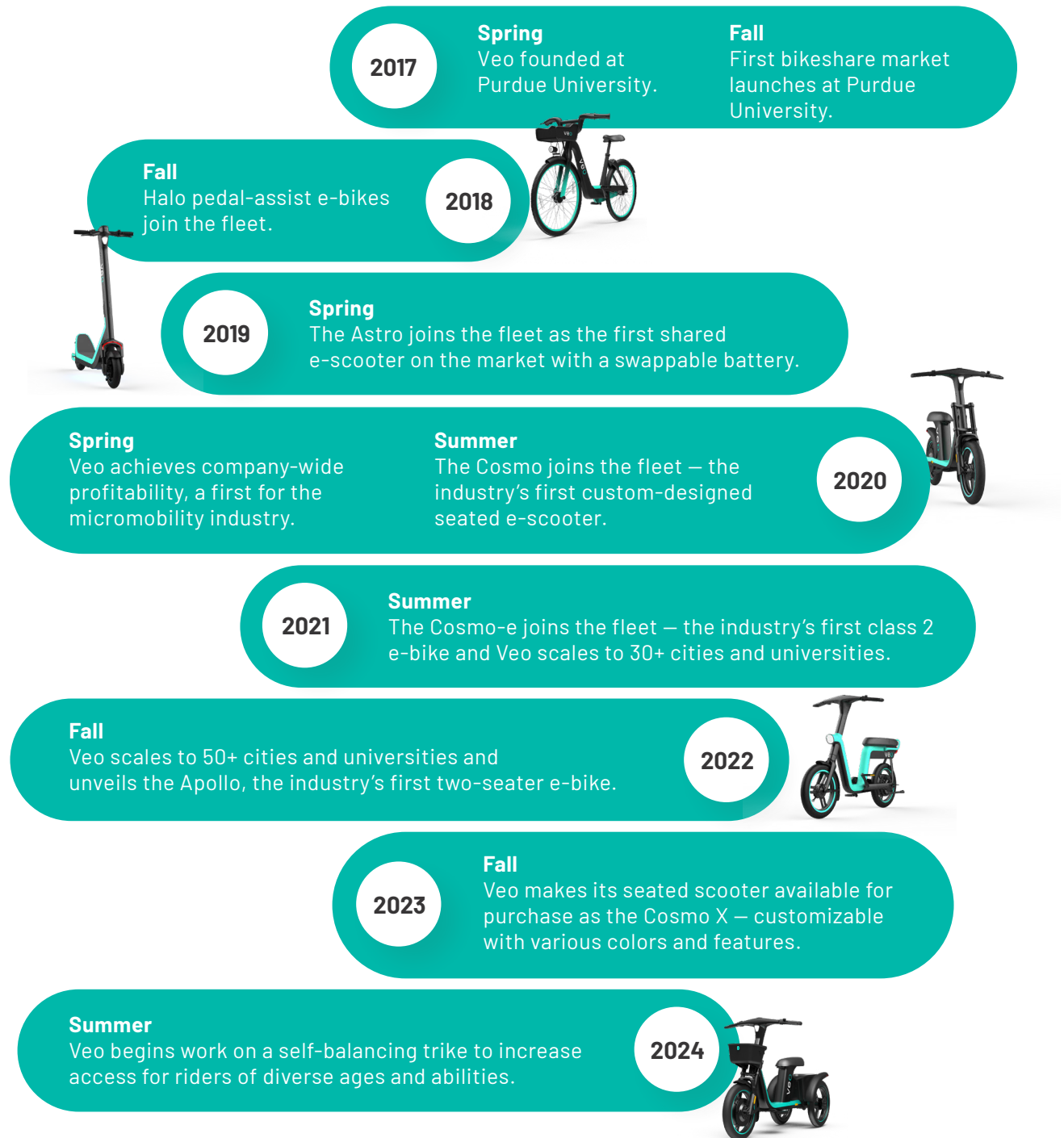
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About Veo

Veo is on a mission to end car dependency by making clean transportation accessible to all. A leading shared mobility provider in North America, Veo provides millions of bike and scooter rides annually in over 50 cities from Los Angeles to New York City.



Meet the Fleet

Astro

Standing scooter

With integrated turn signals and advanced suspension, the Astro is just as fun as it is safe to ride.



Cosmo

Seated scooter

With large tires, a throttle, and a low center of gravity, the Cosmo is a favorite among riders of diverse ages and abilities.



Cosmo e-bike

Throttle-assist e-bike

With large tires, a throttle, and a low center of gravity, the Cosmo e-bike is a favorite among riders of diverse ages and abilities. Optional pedals give riders an added boost.



Apollo

2-seated throttle-assist e-bike

Designed to meet demand for safe tandem riding, the Apollo allows riders of diverse ages and abilities to ride together.



Halo e-bike

Classic pedal-assist e-bike

With a lightweight frame and electric-assist pedals, the Halo e-bike makes it easy for riders to get where they need to go without breaking a sweat.



Halo pedal

Classic pedal bike

With pedals and a comfortable saddle, the Halo is ideal for riders who want to incorporate active transportation into their routine.



Trike

Three-wheeled scooter

Currently in development, Veo's self-balancing trike is ideal for riders new to micromobility and those who prefer extra stability.



Methodology

Veo conducts its annual rider survey to understand rider needs and preferences so we can improve operations, enhance rider satisfaction, and support equitable micromobility access across markets.

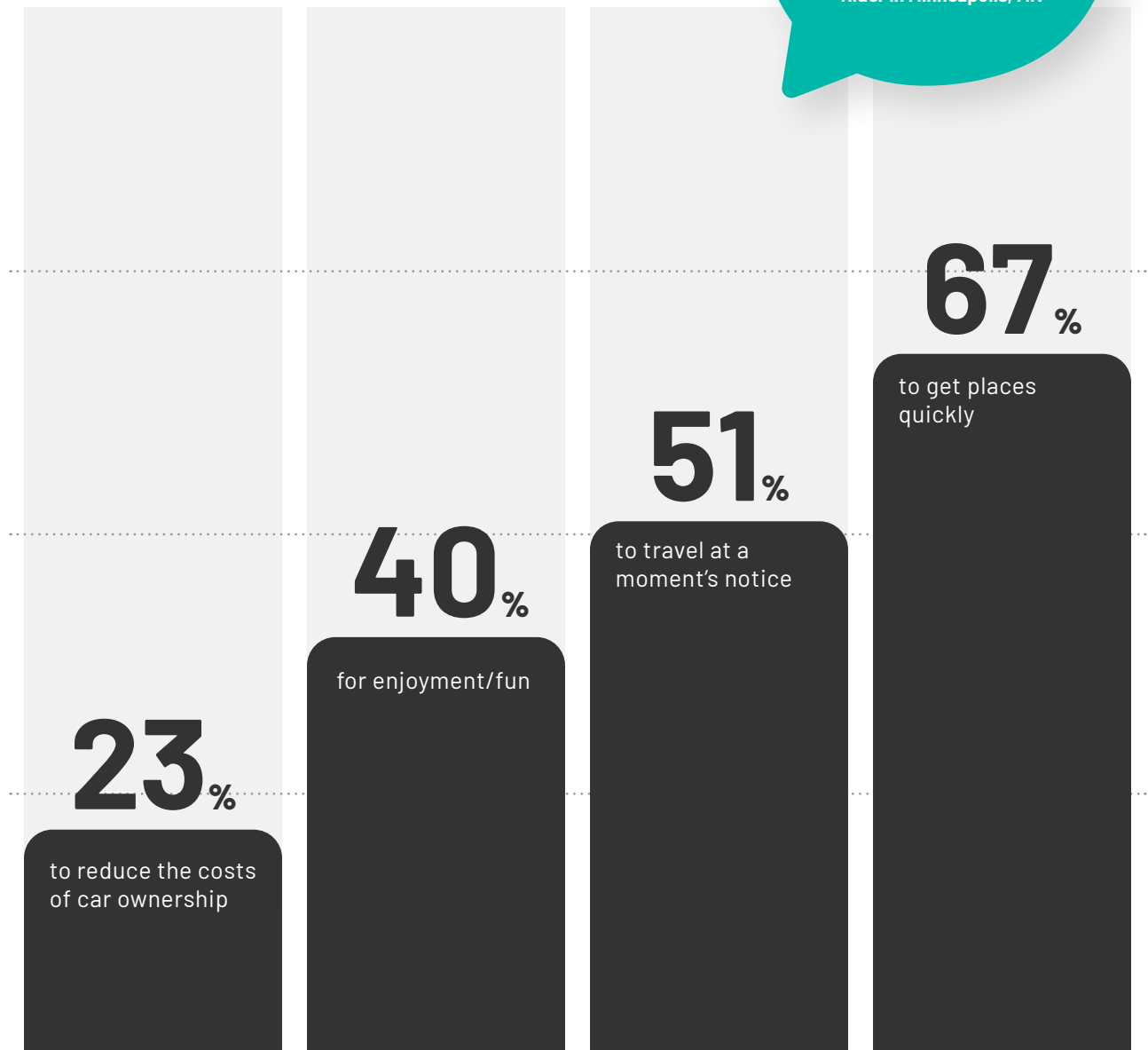
Our 2024 survey received a total of **12,384 responses**, capturing a broad range of rider feedback from Veo's **50+ markets nationwide**. The survey was conducted over a six-week period in September and October 2024. To reach a diverse pool of participants, the survey was distributed via push notifications sent directly to users who had ridden with Veo within the past six months and promoted through organic social media posts.

Participants were incentivized with \$5 in Veo ride credit upon completing the survey, encouraging broad participation across markets and rider demographics.



Why People Use Veo

Top Reasons Riders Use Shared Scooters and Bikes



Most Popular Trip Types

Commuting - going
to/from work and
school

59%

Errands,
appointments,
visiting local
businesses

25%

Travel to
community
events,
entertainment,
and recreation

24%

*"It's amazing to get
where I need to go in
minutes without the
traffic."*

- Rider in the Bronx



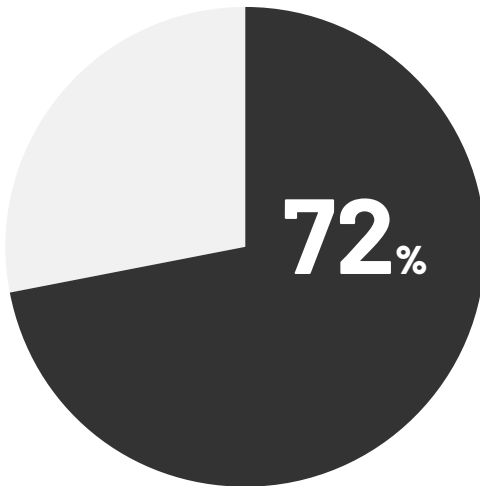
Sustainability

Veo riders took millions of trips in 2024, demonstrating the growing role of micromobility in reducing car dependency and greenhouse gas emissions.

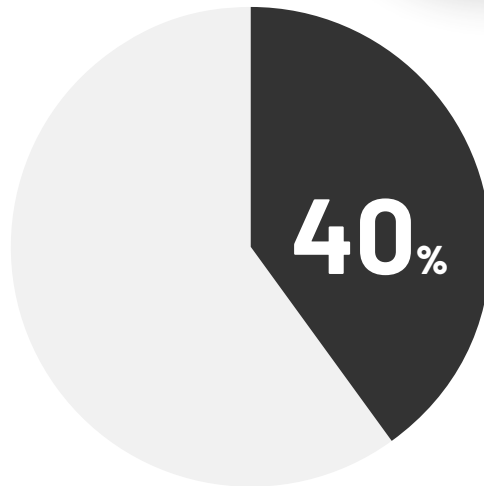
"We are planning to go fully car-free soon and Veo has been part of that."
- Rider in Rochester, NY

"It's nice to get around where the bus doesn't go but it's a little too hard to walk! Thank you for making cars OBSOLETE."
- Rider in Berkeley, CA

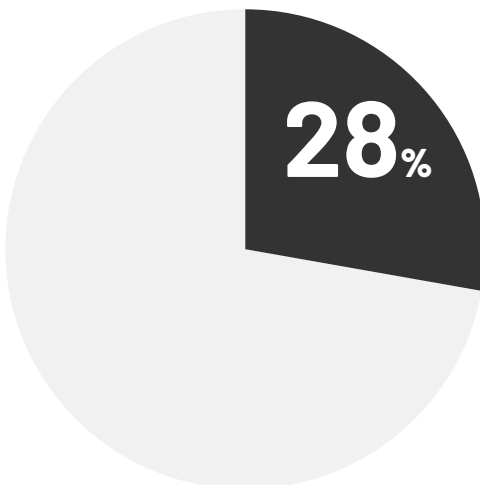
No Car? No Problem.



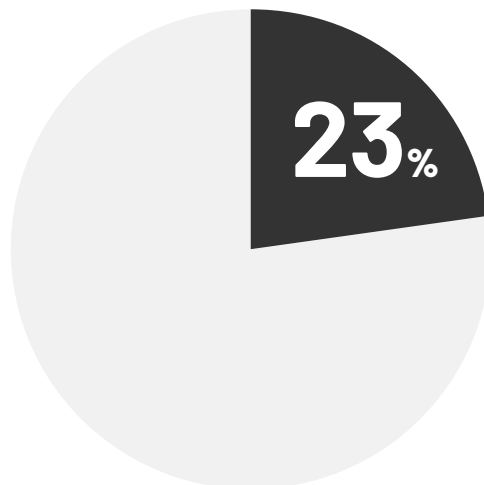
have been able to decrease car travel because of Veo



do not own or have access to a car



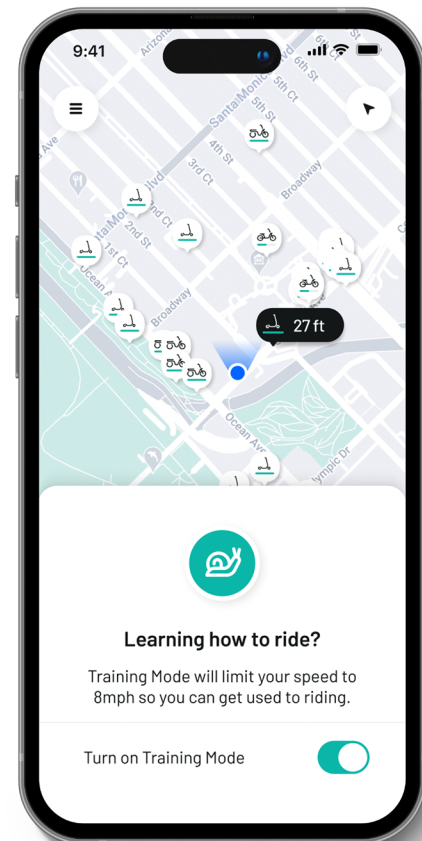
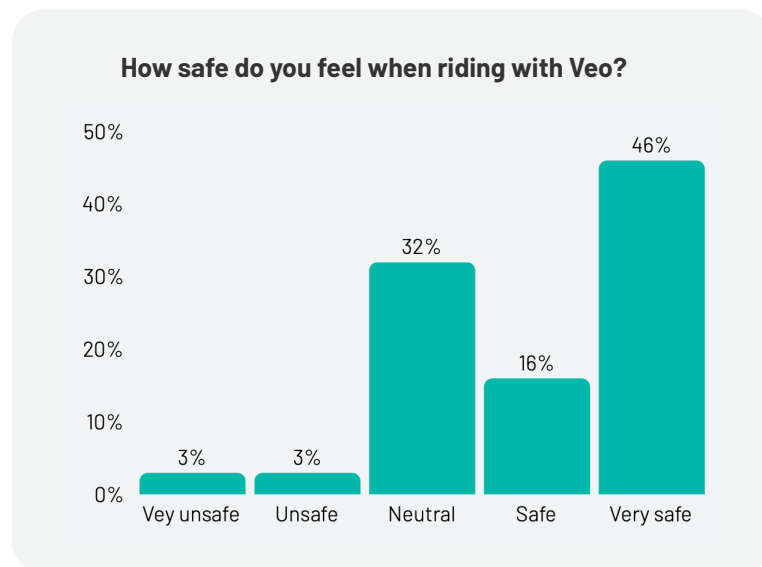
do not have a drivers license



use Veo to connect to transit

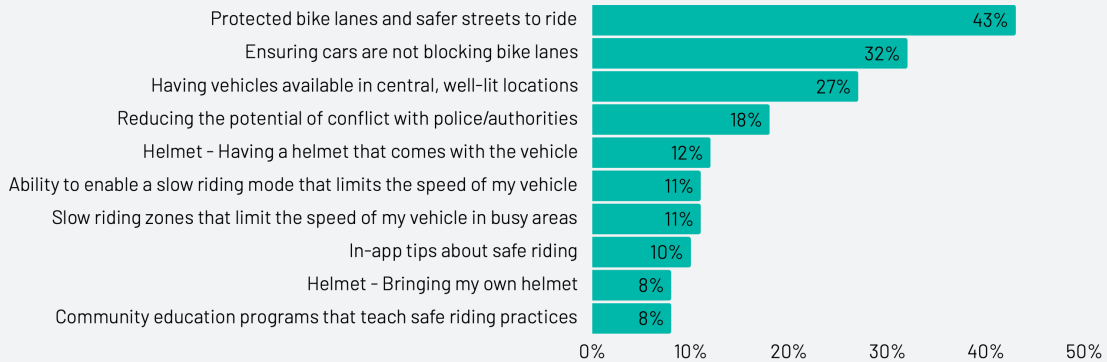
Safety + Infrastructure

Nearly all riders—94%—reported feeling safe, very safe, or neutral while riding with Veo. However, a rider's sense of safety often depends on their riding environment, and for the third consecutive year, riders emphasized that adding more protected bike lanes is the most impactful step cities can take to enhance their safety. Many underrepresented riders specifically cite the lack of protected bike lanes as a primary barrier to using bikes or scooters, highlighting the important role that protected, connected bike lane networks plays when it comes to expanding access.¹



¹ National Association of City Transportation Officials. Equitable Bikeshare Means Building Better Bike Lanes, 2016, https://nacto.org/wp-content/uploads/2016/07/NACTO_Equitable_Bikeshare_Means_Bike_Lanes.pdf

What would increase your feelings of safety while riding with Veo? Choose up to three.



Vehicle Type Can Affect Safety

While micromobility's track record shows that scooter and bike trips are overwhelmingly safe, vehicle type can also affect safety: Veo's seated vehicles experience 62% fewer safety incidents than standing scooters. This data aligns with rider feedback that the Cosmo seated scooter's large tires and lower center of gravity provides a greater sense of balance and control.



**Seated scooter trips
experience**

62%

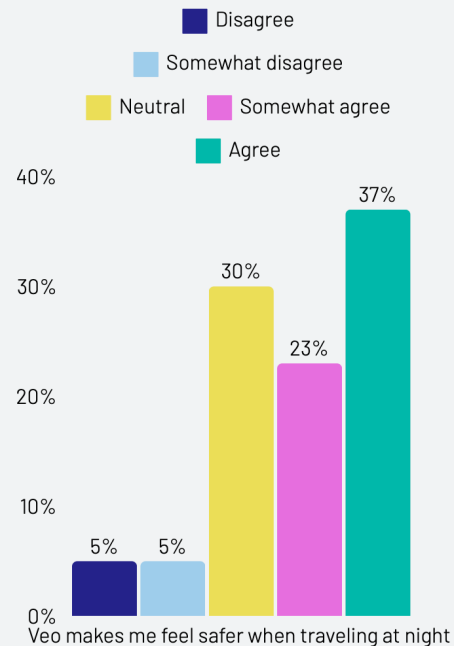
**fewer safety incidents
than trips on standing
scooters**



A Safe Option for Traveling at Night

Providing access to shared scooters and bikes at night offers travelers mobility at a time of day when transit tends to be out of service or less frequent. For many riders, the ability to hop on a Veo feels safer than waiting for the bus or walking home at night.

Veo makes me feel safer when traveling at night



"Veo helps me when the bus schedule is reduced at night, weekends or holidays."

- Rider at Texas A&M University

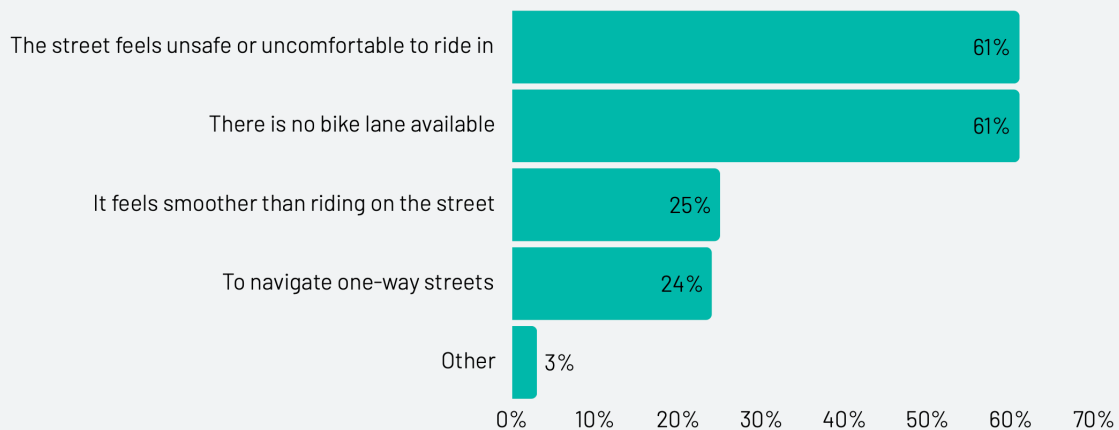
"As a woman, I can get places faster and safer at night. I love the convenience it provides especially with a seat."

- Rider in Corvallis, OR

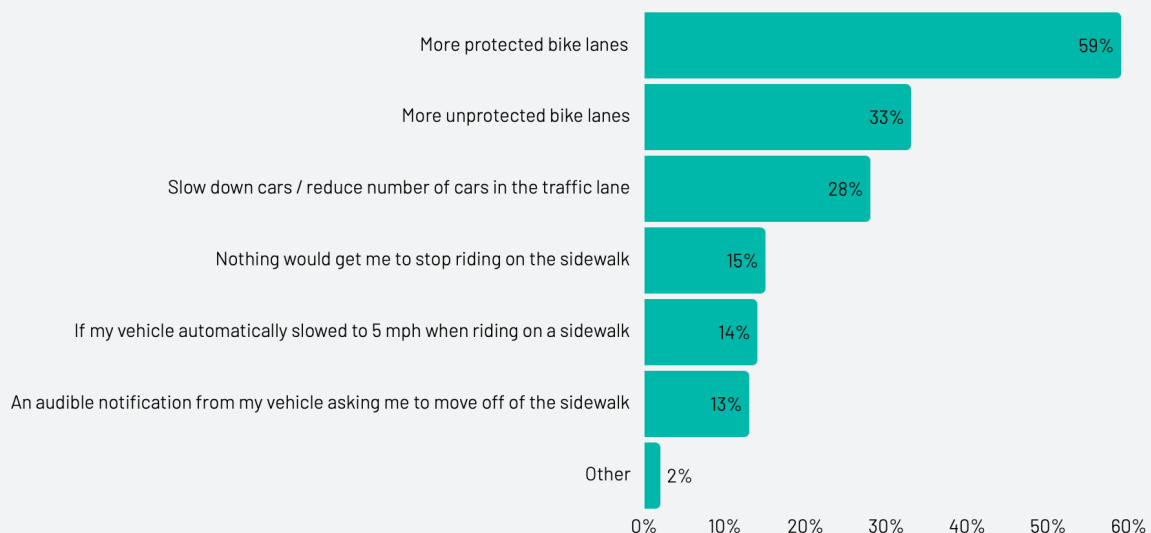
Sidewalk Riding is a Safety Issue

Sidewalk riding can pose challenges for pedestrians, especially those with disabilities, who need unobstructed access to sidewalk. In the survey, just over half (54%) of riders reported traveling on the sidewalk at least some of the time – usually when they feel unsafe riding on the street. As cities work to improve pedestrian accessibility and meet the demand for micromobility, we need to recognize that safe bike infrastructure is a solution that will create safer streets for everyone.

Why do you ride on the sidewalk? Choose as many as you like.



What would encourage you to stop riding on the sidewalk? Choose as many as you like.

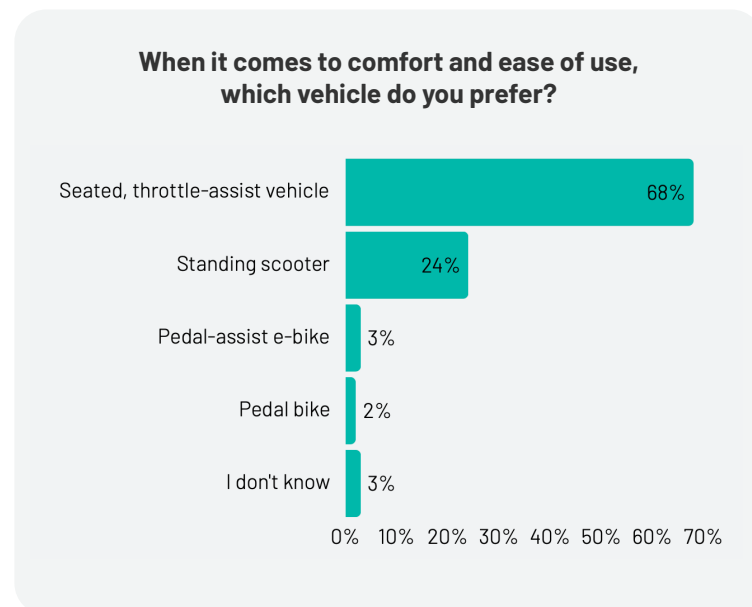


Equitable Access

Equitable access relies on three essential pillars: accessible vehicle design, affordability, and inclusive infrastructure. This section focuses on how vehicle design and affordability programs can increase access to micromobility. The importance of inclusive infrastructure – advancing safe streets and protected bike lanes – is discussed in the Safety and Infrastructure section above.

Accessible Vehicle Types

Veo's seated, throttle-assist Cosmo vehicles have become Veo's most popular option, offering a comfortable and accessible solution for older adults, riders with disabilities, and those who are new to micromobility. Cosmo vehicles also support longer trips, with rides typically lasting one mile longer on seated than on standing scooters. Meanwhile, standing scooters remain a popular choice for short trips around town.

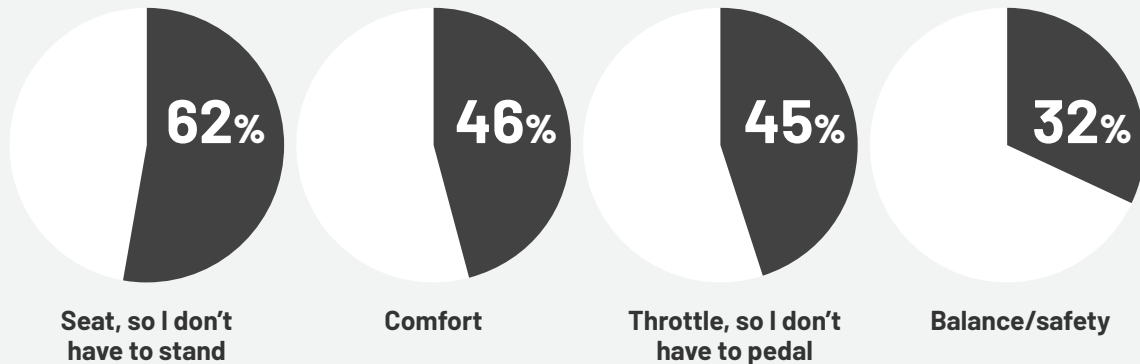


The Importance of Mixed Fleets

In this year's survey, over half (56%) of riders said they would choose a different travel mode if their preferred vehicle type is not available.



Why Riders Prefer Seated, Throttle-assist Vehicles



"Gives me an easy way to get around since my knee gave out. Plus, Veo is cheaper than Uber in most cases."

- Rider in Newark, NJ

"Veo has helped me greatly because I have nerve problems with my feet and legs."

- Rider in Minneapolis, MN

Innovating for the Future

This year's survey revealed strong demand for new vehicle types that expand the possibilities of shared micromobility. Among the most requested options were vehicles designed to carry groceries, accommodate two riders, and provide added stability with three wheels. Vehicles that can carry two riders and cargo emerged as the most popular, aligning with the vehicle types Veo is actively developing and deploying.

17%

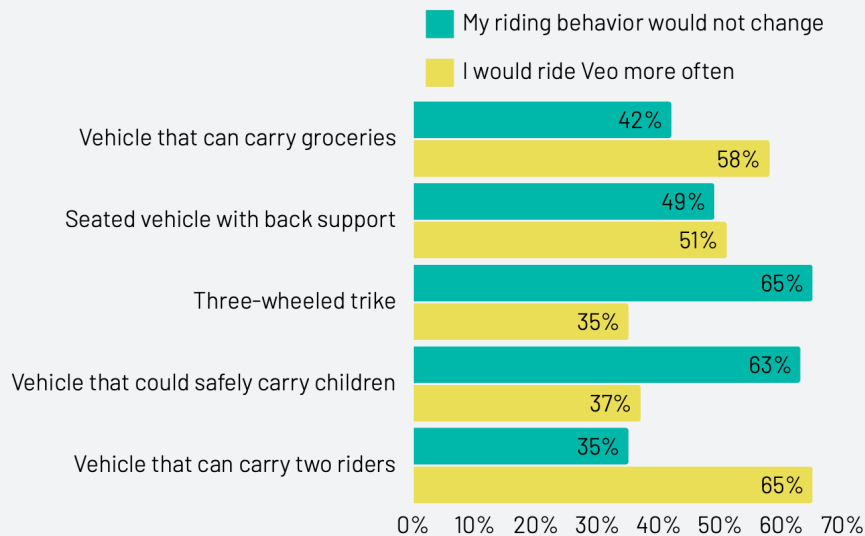
of riders report having a disability.



"I love Veo! Just need some trikes so my elderly father could ride!"

- Rider in Norman, OK

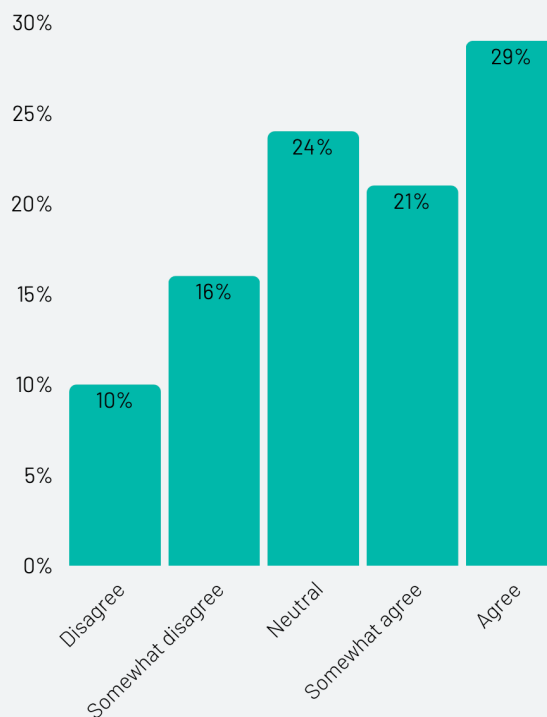
Would you change your riding behavior if the following vehicles were available in your community?



Ensuring Affordable Access

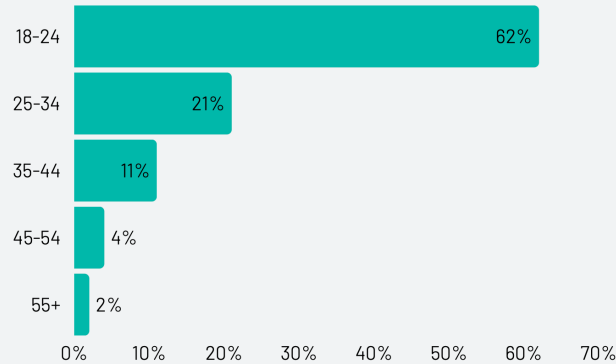
Offering affordable service is essential to ensuring micromobility remains a competitive alternative to cars and fully accessible to the communities we serve. Collaborative partnerships between cities and operators are critical to achieving this balance, particularly in managing system fees while keeping prices reasonable for riders. While half of riders agree or somewhat agree that Veo offers an affordable way to get around, there is still more work to be done to ensure affordability for everyone who wants to ride. To increase affordability, Veo recently expanded its Veo Access program, which provides income-based discounts, to include seniors.

To what extent do you agree or disagree with the following statement? Veo is an affordable way for me to get around.

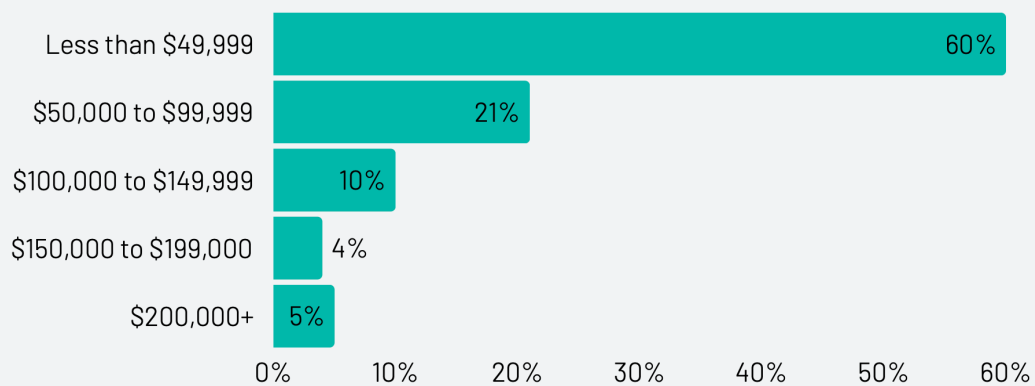


Demographics

What's your age?



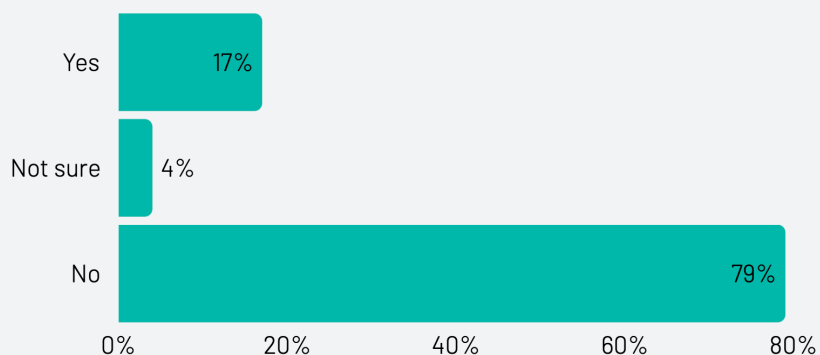
Approximately what is your gross (pre-tax) household income? (Your household includes people who live with you and with whom you share income.)



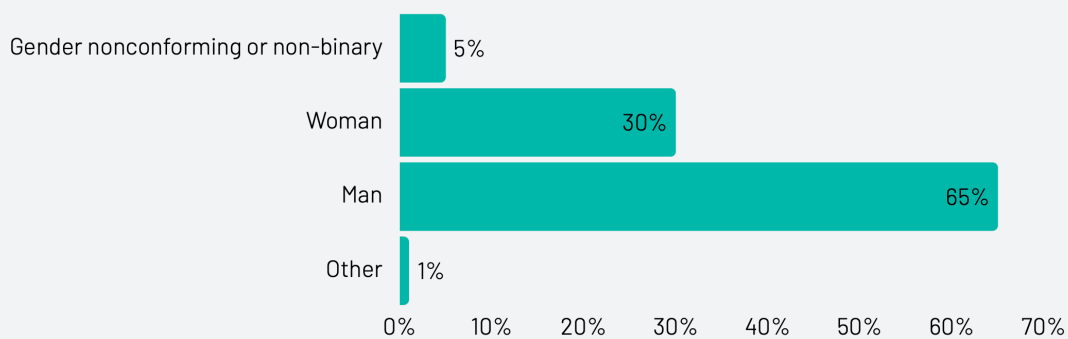
Do you have any conditions that limit your ability to participate in life activities?

For example:

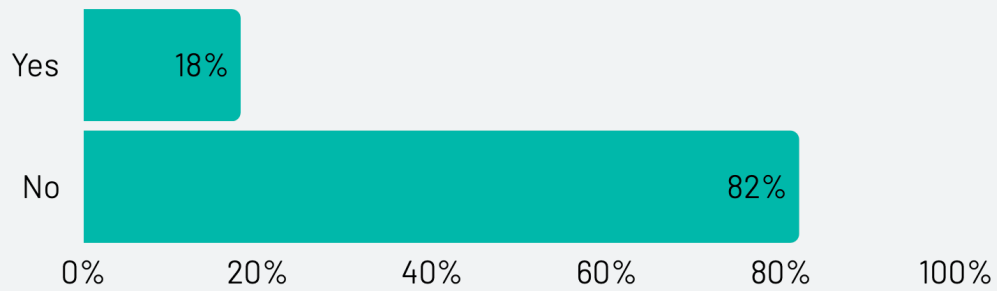
Mobility (Difficulty walking or climbing stairs)
Independent Living (Difficulty doing errands alone)
Cognitive (Difficulty concentrating, remembering, or making decisions)
Sensory (Difficulty hearing and/or seeing)
Personal Care (Difficulty dressing or bathing)



What is your gender identity?



Do you identify as part of the LGBTQ+ community?



How do you identify in terms of race and ethnicity? Choose as many as you like.

