



Tuesday, 9th January 2018

In autumn 2017 Gobee.bike started its adventure in 8 different cities in 3 European countries. In this time, our green bikes have proudly provided thousands of hundreds of flawless rides. Most importantly, we couldn't be prouder of our growing community who encourage us every day to become better and improve feature after feature, ride after ride.

We are the first European bike-sharing service, created by French entrepreneurs. This is why we were particularly excited to start writing our history in France, where after some months our green bikes caught the eye of over 150.000 users and were likely the topic of discussion over a coffee or a drink. All of this because we aimed to make history together.

This success did nothing but confirm our vision: we all wish to witness a change in the way we commute and to support the innovation that will transform the mobility in our cities.

After a warm welcome to our service in Brussels we were extraordinarily happy to see that we all shared a passion. Our bikes were everywhere, in every corner of the city. Impossible to miss with their flashy green, they had taken a place in your heart.

We always knew that there is no such thing as beginner's luck, and in our, yet, short ride we have worked hard, faced numerous challenges and learned many lessons. We have listened to our users, tested, failed and corrected, improved, and invested as many resources as we could to prove that bike sharing a sustainable and ecological mobility solution.

Sadly, among all those challenges, there is one that has meant a heavy blow. A behavior that happened as sudden as violent and that has taught us the hard way that some might not be prepared for this change.

During the past weeks, the vandalism and attacks towards our fleet have reached limits we can no longer overcome.

We were definitely ready for some initial vandalism. We were willing to take the risks and invest our money, time and manpower to ride out the storm, to offer you a new way of mobility.

We put all that was in our hands to replace our fleet with new Gobee.bikes while we faced major reparations on the damaged ones. We trusted that the common sense, and the worthiness of the service, along with the support of our proud users, would eventually be stronger than the thirst for destruction of a few.

But the new bikes were heavily and riotously damaged just hours after they were on the streets. We have had to reckon that sadly our vision on mobility is not shared by a minority determined to harm, and we can no longer face the financial and moral costs of the repairs.

This is why, today, we are ending our service in the city of Brussels.

During the following days, our local teams will be focused on recovering the totality of our fleet from the streets. Our customer service will be entirely dedicated to attending your requests. We want to make sure that our goodbye is at least as recognized as was our arrival.

We want to thank all of you. You, who have promoted and protected our values and our fleet. And you, our operational team, who fought fiercely to defend a common vision that helped us get this far.

We work and we will continue working even harder in 2018 to be the change maker in we are committed to being for tomorrow's mobility. There is still a long ride ahead and all our steps will take this direction. We will keep investing in developing a stronger fleet that might eventually allow us to come back to this lands where we were so warmly welcomed once.

We encourage you to continue defending the values we share for a better, more innovative and sustainable mobility.

Gobee.bike is not only about transportation or innovation. It's a community that you have created and that will last. And somewhere in our hearts, even if saying it is not easy, this is not a goodbye but a see you soon.

L'équipe Gobee.bike

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