



City of Tualatin

City of Tualatin ***MEDIA RELEASE***

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NEWS RELEASE

For Immediate Release

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Lime to Launch Shared Micromobility Service in Tualatin

(Tualatin, OR) – Lime will launch a shared electric scooter service in Tualatin on September 27th. Lime will launch with its Gen4 electric scooters, the newest generation of Lime e-scooters. E-scooters will offer Tualatin residents and visitors a fun, safe, and sustainable way to get around, helping to reduce the need for car travel. Tualatin’s City Council had previously approved an e-scooter pilot program with Bird Scooters on June 13, 2022, but the Bird scooters were ultimately unable to launch in Tualatin. Lime is now the City’s vendor on the e-scooter pilot agreement.

In conjunction with the launch, Lime will host its signature **First Ride Academy** on **September 27th from 4-6 pm at Tualatin Community Park** to help train first-time users on safe riding and proper e-scooter etiquette. The training course offers an opportunity to help riders feel more confident on e-scooters, improving their overall safety. Lime will also distribute free helmets to those who take part in the First Ride Academy.

“We are very excited Lime is bringing e-scooters to Tualatin! The City is committed to innovating and embracing new modes of transit, as well as reducing emissions and traffic congestion. We hope offering folks another option to get around town will help support those efforts as well as provide a fun way to enjoy our City,” said Tualatin’s Deputy Public Works Director, Nic Westendorf.

“We’re thrilled to launch in Tualatin, and offer residents a fun, convenient and car-free option to get around. Lime leads with safety, which is why we’ll host an e-scooter training course, helping to familiarize first-time riders with our service to help ensure safer scooting. We look forward to working with the City of Tualatin to build a successful service over the long-term, ensuring residents have access to emissions-free transportation options,” said Hayden Harvey, Senior Manager of Government Relations at Lime.

Lime’s service in Tualatin will also include additional features to ensure rider safety:

- € **Comfort mode** - riders can activate comfort mode in the Lime app to reduce a scooter’s max speed. It allows first-time or early riders to get the feel for riding at a comfortable speed. Riders can turn off comfort mode to return a scooter to its default top speed once they feel more confident.
- € **Helmet selfies** - To incentivize helmet use, Lime offers discounted rides to riders who wear helmets. Lime’s helmet selfie feature uses an AI-enabled camera that recognizes when riders are wearing a helmet in real time.

Residents can report issues, such as incorrectly parked scooters, directly to Lime via telephone 24/7 at **1-888-546-3345**, in the Lime smartphone app, or by sending an email to help-tualatin@li.me.

About Lime

Lime is the world’s largest provider of shared electric vehicles. Lime is on a mission to build a future where transportation is shared, affordable and carbon-free. Lime partners with cities to deploy electric bikes and scooters to provide car-alternatives for local travel. Named a Time100 Most Influential Company, Lime has powered more than 350 million rides in more than 250 cities across five continents, replacing more than an estimated 80 million car trips and saving more than 26,000 metric tons of carbon. Learn more at www.li.me.

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