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EUROPEAN LEADER
IN MICRO-MOBILITY

How Oslo became the #1 scooter market in Europe?

Urban Mobility Days, Oct 1
Christina Moe Gjerde,
General Manager Norway & Finland

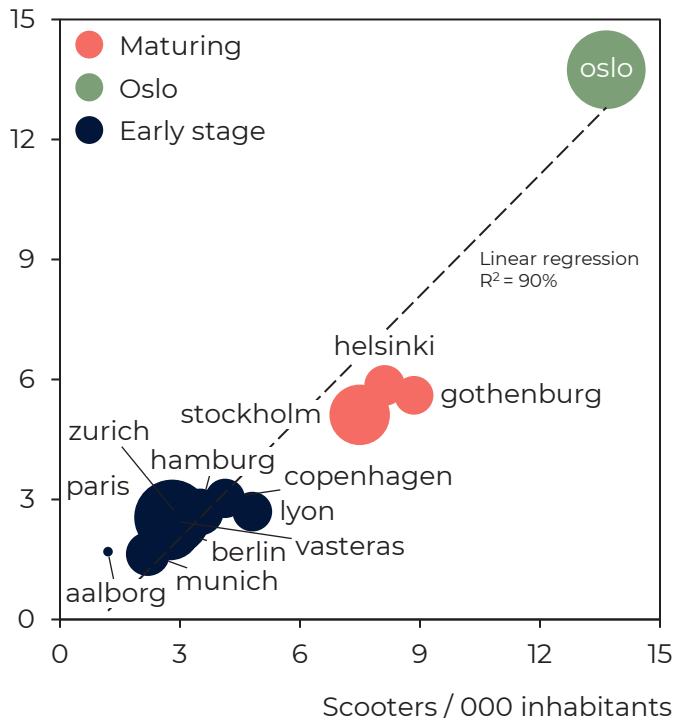


A photograph of two men in dark suits and helmets riding orange e-scooters on a red-paved street. In the background, there are modern, multi-story brick apartment buildings with large windows and balconies. To the right, a taller building with a glass facade is visible. The sky is clear and blue.

How Oslo became the #1 scooter market in Europe?

Oslo is an outlier and a pioneer in the European perspective

Rides / inhabitant / year



Oslo is a true outlier in the European perspective of scooter operations

- More than 7x the demand of other European capitals
- Among the highest density of scooters of all cities in Europe

We believe Oslo is overserved with too many scooters today, and infrastructure need to be adopted accordingly

- Oslo has the highest amount of scooters in relationship to city population of all major cities in Europe
- More than 14 scooters per 1,000 inhabitants

In high season, Oslo takes ~14 rides/inhabitant and year

- More than 2x Stockholm and 5x Berlin

Bottom line: No surprise Oslo is flooded, but infrastructure need to be adopted accordingly

What happened when Oslo decided to make downtown car-free?

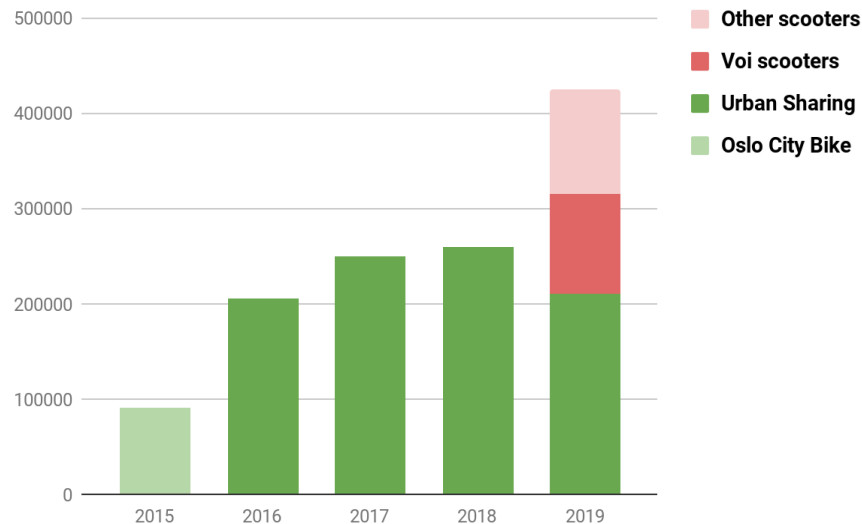
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Året vi startet å voie

5.3.2020 07:00:00 CET | [Voi](#)

Del [f](#) [in](#) [t](#) [p](#) [e](#) [w](#)

Over natten dukket de første elektriske sparkesyklene opp i Oslo. Nå forteller Voi om sine planer for 2020, ett år etter de etablerte seg i hovedstaden.



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Getting people to give up their cars is not done in-app (alone)



VS



Significant car restrictions planned in major cities until 2035

Complete ban on cars

Combustion engine ban / restrictions

Fossil-free zones

Car free days e.g. once a week



The power of Infrastructure & making other options less/more attractive

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Our issue today:

Supply meet demand, but drastic infrastructural changes need to happen



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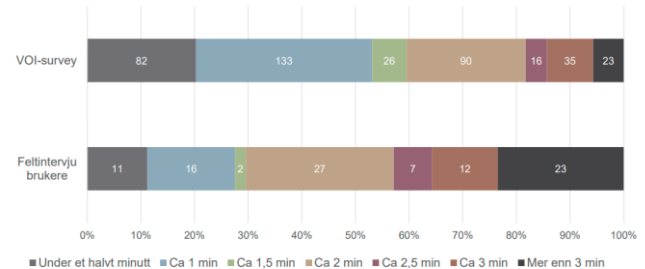
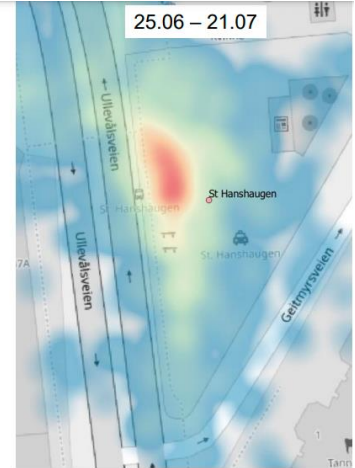
76 comments

How do we solve the parking challenge?



Lovende forsøk med parkeringsstativ for elsparkesykler

Utplassering av parkeringsstativ for elsparkesykler viser at flere parkerer der stativet står og at parkeringen av elsparkesykler blir mer konsentrert.



#citiesforpeople #getmagicwheels #carbonneutral

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